

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City



VOL. XCII

NEW YORK, JULY 8, 1915

No. 2



Where Pep Waits for Population

Paul Morton, late president of the Equitable Life of New York, said: "Agriculturally, commercially, industrially, financially and prospectively the West is greater than all the countries of history, and yet it is only in the vestibule of its infancy so far as production and wealth are concerned; and, in my opinion, the West is destined to have more political power, more happiness and greater influence in the affairs of the world than any other similar area on the face of the globe."

"The West" is the biggest thing, territorially, in the United States. On the extreme northwest corner of said West is one of the choicest States of which this nation boasts. Washington, right this minute, is knee deep in progress. She has had boom tactics applied by the sharpers, she has taken the gaff and suffered, but she has come

through right and tight and is doing enviable things. In the tomorrows to come what President Morton said of the West will be found coming true in Washington State.

Do you know why San Francisco is the first city on the Pacific Coast in volume and value of exports? Because she is oldest. She was settled before Seattle or Tacoma were even thought of—because she was nearly a thousand miles nearer the civilization of those pioneer days. As a matter of fact, Seattle and Tacoma on Puget Sound are 300 miles nearer Japan, Manila, India, and China than San Francisco, and 800 miles nearer the bustling Yukon country. Furthermore, Seattle to-day has the finest harbor on the whole Pacific Coast and extensive wharves and warehouses for handling shipping.

(Continued on page 29)

A Hundred-Cent Dollar

The open season for house- and farm-building painting opens earlier and closes later in the South than in the North and West. On the contrary, housewife's fancy gently turns to thoughts of furnace much earlier in the North.

How much is this section difference taken into account in your advertising?

One of the advantages of Standard Farm Papers as listed below is the fact that through them you can make 100 cents of your advertising dollar work for you.

Your schedule can be arranged to start earlier or later, according to the section of the country.

Your copy can be written to apply—as Standard Farm Paper Editorials apply—to a given section. And your sales can be made intensive.

Please note in this re-

spect that it is just such a direct policy which enables the Standard Farm Paper to so cover its chosen field as to number one out of every two or three farmers among its subscribers!

Draw your own conclusions.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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NEW YORK, JULY 8, 1915

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Elgin's Campaign to Hasten "Turn-over" of Dealer's Stock

What the Company Is Doing for Its 40,000 "Elgineers" Told After Interviews With Company's Executives

LAST year jewelers bought over four million dollars' worth of Elgin watches. Out of this income the company made a sufficient profit, thanks to its advertising, to pay the regular eight per cent dividends on the \$5,000,000 worth of outstanding stock, and to set aside a large sum for the purpose of helping the company's 40,000 "Elgineers" increase their annual watch turnover.

While there is nothing sensational or even novel about this—in fact, when Charles H. Hulburd, the president of the company, was questioned about this policy he thought it too commonplace to be of interest—the fact that the company has been investing an increasing percentage of its income in advertising for the last fifty years makes the policy noteworthy, and the manner in which the appropriation is invested and the results obtained a matter of interest to every advertiser.

PRACTICAL BASIS OF APPROPRIATION

Mr. Hulburd, in addition to being the president of the watch company and interested in a number of other business enterprises, is a director of two large Chicago banks. He naturally looks at advertising in a good deal of the same light as he would the financing of a corporation. He provides for it in advance by setting aside a certain sum, just as he

would set aside a fund to take care of the retirement of a bond issue—if the company had any bonds out, which it has not.

"I suppose," said Mr. Hulburd to a PRINTERS' INK representative, "that this year will represent our biggest year from an advertising standpoint. While the percentage of expenditure may not be big as compared with other industries, still it must be remembered that ours is an old-established business. We are not seeking to break any advertising records, and we do not advertise for the purpose of whipping new dealers into line. To put it frankly, the object of this advertising is to help the 40,000 dealers—whom we call 'Elgineers'—make bigger profits on their watch business. We are trying to make it easier for them to sell Elgin watches, especially the better and finer watches. We believe that by doing this our dealers can turn their stock of Elgin watches at least once a year and make a greater net profit. There is nothing unselfish about this policy at all, we simply take it for granted that our success lies largely in the number of times the dealer turns his stock. A jeweler who does business on the quick-turnover basis is usually a bigger buyer, because he is alert, enthusiastic and prosperous. He is also a better credit risk."

A better understanding of the

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significance of President Hulburd's remark is evident when we consider conditions in the jewelry business. A recent investigation conducted by *System* puts the average number of turnovers secured annually by jewelers last on the list of merchants. Grocers turn their stock on an average of ten times a year, department stores seven times, drug stores over four times, dry-goods stores

dicate that the net profits, compared to other lines, are low. If some of the largest department stores are overlooked, the jeweler has on an average the highest fixed retail expenses. This is due to slow turnover, to high rents, large investment and high salaries. Investigation shows that salaries among jewelers average 10.96 per cent of sales, the highest of any line.

TO INCREASE DEALERS' PROFITS

Jewelers are fully alive to these conditions, and as a means of correction are turning toward fast-selling novelties and healthier returns from repairs. This, of course, manufacturers feel would be unnecessary if the jewelers would apply modern merchandising principles to their business, and so the Elgin National Watch Company has set out to better conditions through consumer advertising and intensive dealer work.

"By studying thousands of cases," explained De Forest Hulburd, who has charge of this dealer work which the company is undertaking, "we know positively that if we could only get dealers to concentrate on the easily sold items which they have in stock, instead of trying to advertise

their line generally, they would increase net profits.

"For example, there is a jeweler in one of the Western cities who carries and advertises a watch stock which is 95 per cent Elgin. This stock he turns, through advertising, four times a year, making 40 per cent gross profit on the turnover, or 160 per cent gross profit on his money every year. This means 60 per cent net profit yearly.

OFF TO COLLEGE

Your boy or girl will soon be leaving for school. Every young person needs a reliable timepiece, not only as a guide in keeping engagements, but for its wholesome training in promptness and dependability.

The ELGIN Rules Classroom and Campus

Everywhere you will find the ELGIN, because of its unfailing accuracy, the time guide of school events—in the classroom, on the athletic field and in the social life of the students. What better parting gift could you select for your son or daughter than an ELGIN watch?

Peacock Elgin

Good Watch **Insurance**
The young deer will tell the Peacock. The beauty and convenience of the ELGIN bracelet watch appeal to every girl. We have many attractive designs from \$35 to \$100.

Shopping by Mail at Peacock's
is a convenience which we have for many years offered our customers through our 228-page illustrated catalog. The hundreds of thousands of people all over the world who make their purchases of jewelry and silver here do so because they value our old fashioned standards of quality and honorable dealing, and the distinction which the seventy-six year old Peacock name gives to any article. Our catalog, an interesting book, has made us many new friends. Will you not let us send it to you? A postcard will bring it, charges prepaid.

C. D. Peacock
Jewelers and Diamond Merchants

Established 1837

CHICAGO

SHOWING HOW DEALERS WILL FEATURE A WELL-ADVERTISED PRODUCT OF REPUTATION-BUILDING QUALITIES

four times, hardware stores three and a half times, furniture stores three times, shoe stores over two times and clothing stores twice. But the jeweler turns his stock but one and a half times during the whole year!

And we are told by the same authority that it costs the jeweler 25.81 per cent to do business, the highest of any business except department stores, which average 26.18 per cent. Figures also in-

The Automobile

WEEKLY

Member A. B. C.

Motor Age

WEEKLY

Member A. B. C.

Motor World

WEEKLY

Member A. B. C.

Motor Print

MONTHLY

Member A. B. C.

More than 100,000 Paid

Each of the above "Big Four" publications of the automobile industry is designed along different lines in order that the four distinct divisions of editorial interest among trade and car owners may be successfully catered to. Space buyers recognize the wisdom of our policy.

One hundred thousand purchasing units are reached with directness and economy.

Every merchandiser in the automobile industry should ask us to send, with our compliments, a copy of "Economy in Industrial Advertising." Really it's worth reading.

The Class Journal Company

239 West 39th Street, New York

CHICAGO

DETROIT

CLEVELAND

"But it is hard to make dealers realize this. When we speak to them about it, they think: 'Sure, that is your game to sell us all the watches you can.' So to prove our sincerity in wanting to help our dealers—which, after all, is but another way of helping ourselves—we make them the hub of our whole advertising campaign."

But, as every advertiser knows, it is necessary to use unusual

however, was in a peculiarly favorable position to get the cooperation of the dealers in spite of their general attitude because of the prestige the company had been steadily building for fifty years. As President Hulburd said: "Long before the advent of the modern agency our old-fashioned brass-band and almanac methods of advertising had made Elgin a household word. Such methods

hold word. Such methods won for us the great volume which made it possible for us successfully to compete with the older companies and put in the special machinery necessary in producing a fine watch at the lowest possible price."

"DEALERS FIRST" ELGIN
IDEA

Enjoying this prestige, the company knew in advance that the dealers would cooperate. There was no need of experimenting, no need of feeling the way. So in this season's campaign, which, President Huberd says, involved an expenditure of over \$100,000, every medium was used which would effectively reach possible buyers of Elgin watches. The company has no whims or theories about choosing mediums, believing that it is simply a matter of reaching the people by the most direct and least ex-

pensive route. So, on that theory the company uses newspapers, magazines, farm papers, outdoor mediums, direct advertising, specialties, moving-picture advertising, trade papers, poster stamps, slide advertising—each for a purpose, and all tightly bound together by a definite plan of action.

This plan of action was actually to send buyers into the stores of the 40,000 "Elgineers." The back-



ONE OF THE "ELGIN WONDER TALES" AS IT APPEARED IN
THE MAGAZINES

methods to impress the dealers with advertising, even though he will be the direct beneficiary. The dealer has grown just a little callous to such statements. He doesn't enthuse as he used to over consumer campaigns; he is inclined to pass advertising cooperation talk off with some such remark as "Where have I heard all this before?"

The Elgin Watch Company.

Can You Read This?

rn.

2. A double in 1st stitch of c, fill the chain with 41 doubles, a double in each of 2 doubles of center, turn.
3. Chain 3, miss 1 double of last row, fasten in ext, (chain 5, miss 2, fasten) 10 times, (chain 5, miss 1, fasten) 5 times, turn.
4. Chain 5, fasten in last double made, (chain 5, a double in loop) 15 times, chain 5, fasten where 3 chain of last row started, a double in each of next 2 doubles, turn.
5. Chain 3, fasten in loop, (chain 5, fasten in loop) 16 times, turn.
6. (Chain 5, fasten in loop) 16 times, chain 5, fasten where 3 chain started, turn.
7. Same as 4th row, fastening in each loop.
8. (Chain 6, fasten back in 5th stitch for a picot, chain 1, a double in loop) 6 times, (chain 4, fasten in loop) 10 times, chain 4, fasten in stitch with 3 chain, 2 doubles in 2 doubles of center, turn.
9. Chain 3, (4 doubles under 4 chain) 10 times, 2 doubles under next 4 chain, turn, slip-stitch in each double back to center, a double in each of 2 doubles, turn.

Repeat from 3d row.

An odd and attractive pattern.

desired width.

NO, it's not a war dispatch in cipher. It's directions from **Needlecraft** for making a doily.

No man could possibly make sense of it. To the three-quarters of a million women who subscribe for **Needlecraft** it's the best of sense.

You will have to consult your wife or some other woman who understands needlecraft to understand the strong special editorial appeal of **Needlecraft**.

NEEDLECRAFT

"FOR THE WOMAN WHO SEWS"

1 MADISON AVENUE NEW YORK CITY

bone of the campaign was a carefully picked list of magazines, some twenty being used intensively. The agency man who made up the list said: "We did not believe in spreading our advertising effort out too thin, feeling that we could accomplish more by concentrating on a few million logical buyers than by attempting to cover the country. More advertisers have gone broke attempting to

the family. Adequate space was taken in leading women's publications for that purpose.

Into this space the company put the strongest copy which a long and successful business experience could provide—curious stories of Elgin watches which had rendered exceptional service to their owners. These "Wonder Tales," as they were called, were dressed up to best possible advantage.

For example, we find in the series this caption, "Wear an Elgin—or Be Shot." The ad was built on a letter from war-scarred Mexico, and told of an order issued by Zapata to the effect that any railroad conductor found carrying an unreliable watch would be shot. It must be an Elgin, and the excuse that the Elgin was left at home for fear of bandits would not go! Other ads were quite as startling, the letters for the most part representing experiences of soldiers, explorers or adventurers in some out-of-the-way corner of the world. Every ad was an indisputable and convincing argument for buying an Elgin watch, and every ad told the reader to go to his "Engineer" and

look over the line of Elgin watches. Altogether the series was a good demonstration of what to do with a testimonial after you get it.

MOVIE FILMS MAKE HIT

Supplementing this magazine advertising, Elgin clock electric signs were used in Atlantic City, Baltimore, Buffalo, Detroit, Omaha, Kansas City, Denver, Spokane, Seattle, San Antonio, Portland, San Francisco, Salt Lake City and Los Angeles. These catch the people who don't read the magazines, and are strategic




Repairing Economies

In one of the recent issues of this publication we made some statements regarding "Repairing Economies." We now call your attention in a more specific way to the same subject.

Main Springs, Balance Staffs, Balance Hole Jewels, and Roller Jewels you know are very important items of repairs and you probably spend more money for these items than for all other watch parts,

Using the carefully made and well finished parts we supply for repairs will certainly prove an economy

Balance Staffs	are from \$1.00 to \$3.00 per dozen
Balance Hole Jewels	.200 and .250 per dozen
Roller Jewels	.60 per dozen
Main Springs	1.25 per dozen

Your jobber will supply you.

Our complete material catalogue revised to date will be ready for distribution about May 15th. We will be pleased to send you a copy upon your request.

Elgin National Watch Company
Elgin, Illinois




TRADE PAPERS PROVE USEFUL FOR DEALER EDUCATION

cover the country than in any other way."

Under this intensive plan page space was used, except in some of the larger weeklies. The mediums were favored which reached the highest percentage of logical buyers, although several of the boys' publications were used, as the company feels it wise to make sure that when the youngsters reach the point of getting a watch which they will carry all their life it will be an Elgin. Nor did the plan overlook the women's vote in the selection of the watch for either herself or anyone in

The Boston Post

EDWIN A. GROZIER—Editor and Publisher

**Largest Daily Morning Circulation
in the United States**

The BOSTON POST LEADS in Fourteen *
Of the Eighteen Groups of
DISPLAY ADVERTISING
For the First Six Months of 1915

	AGATE LINES
Amusements	* 177,026
Automobiles	* 228,479
Boots and Shoes	* 61,101
Books, Magazines, etc.	25,469
Department Stores	* 1,248,861
Drug Stores, Proprietary Articles.	* 232,154
Financial	69,054
Florists	* 18,824
Furniture and Household Articles.	* 164,826
Grocers and Food Products	* 205,054
Jewelry	* 28,352
Men's Apparel	* 284,468
Miscellaneous	* 200,856
Musical Instruments	43,679
Sunday Magazine Sections	* 68,545
Tobacco	62,458
Transportation	* 32,002
Women's Specialties	* 188,724
TOTAL Jan. 1 to June 30, 1915..	* 3,339,932
Local Display Advertising....	* 2,245,496
Foreign Display Advertising.	* 1,094,436

**The Average NET PAID Circulation of the Boston Daily Post
for June, 1915**

Was Over 450,000 Per Day

Eastern Representatives, Kelley-Smith Co., 220 Fifth Ave., New York.
Western Representatives, C. Geo. Krogness, Marquette Bldg., Chicago.

ally placed so as to reach desirable pedestrians. This publicity has been further augmented by using motion pictures showing how watches are made. The company has several of these out, one with the Y. M. C. A., another with the Bureau of Commercial Economics, and another with the Chicago Association of Commerce. These bodies circulate the film gladly for its educational value or its attention-attracting power.

"We consider this moving-picture advertising as one of the most effective methods which we have used in late years to get the dealer with us," said DeForest Hulburd, "and we used it to especial advantage during jewelers' conventions. At such times we hire a theater, issue tickets to visiting delegates and dealers' customers and give several performances free. We find it a real benefit to the local dealers, who make the most of the opportunity by putting in window displays, thus tying their stores up with the show."

Another popular supplementary advertising medium with the dealers proved to be poster stamps, which the company furnished to the dealer in sets to hand out to his customers and paste on his own correspondence and packages. The customary co-operative material, such as lantern slides, electrotypes of newspaper ads, specialties, booklets, envelope enclosures, window cards, souvenir mailing cards, price tickets and novelties, were furnished upon request. This entire campaign was placed before the retailer by means of an elaborate book, picturing and describing each piece in such a way that the dealer would be so impressed with the need of doing his part that he felt a desire to fill out the combination order blank and supply requisition, which were enclosed.

"We realized, of course," explained DeForest Hulburd, "that whatever we did in an advertising way must reflect creditably on our business as a whole. We felt that by stamping our dealer-material and consumer-advertising with the brand of quality, we would place the same atmosphere

around our business methods generally, for I think your average jeweler, or, for that matter, any dealer, is very much inclined to judge the house by the character of its advertising matter and copy. We contend that it is not so much what you say in advertising that creates that essential quality atmosphere about the product as how you say it. For that reason we take care that every piece of printed matter going to dealer or consumer is characteristic of our house and will reflect favorably on our reputation for progressiveness."

EDUCATING DEALER'S EMPLOYEES

Helpful as this advertising work is to the "Elgineer," it is but a small part of what the company does in a direct personal way. Mr. Hulburd believes that in this matter of making prosperous dealers you must go down to the root of the trouble. It is not enough to send trade to a man's store, you must show him how to hold the trade after it comes to him. To do that the company maintains a service bureau, which has to do with the commercial and technical education of watchmakers.

At frequent intervals this division of the company gets out bulletins to all "Elgineers" who are enrolled in the bureau. This service, like the personal service which the bureau renders, is not thrown about broadcast, a mistake so often made by manufacturers who seek to make sales by making better dealers, but is sent only upon request. Bulletins have already been issued on such subjects as "Mainsprings," "Balance Truing," "Cleaning and Oiling," "Balance Poising," "Receiving Time by Wireless," etc. Through these bulletins and this personal-service work the company shuts off complaints at their source, because it educates "Elgineers" so that they can keep the watches they sell in satisfactory condition for the purchasers, and insures the dealer taking a greater interest in the sales of the "Elgin" stock. Thus we get back to the subject—increasing turnovers. Some idea as to the popularity of this dealer-work can

be obtained from the fact that over 20,000 "Engineers" are enrolled—one-half of the total number.

Somewhat similar to the service work which the Elgin people are doing is the use which the company makes of the trade papers in its field. Aside from making announcements to the trade, it uses them in an educational capacity. This is a step in advance, and reveals what ought to become a popular departure in the use of trade papers. In every business there are certain trade conditions which are a thorn in the side of the sales expansion, and what simpler and more effective way is there of correcting such conditions than through the dealer's own paper?

START OF ELGIN WATCH

Charles T. Higginbotham, one of the "old-timers" in the watch industry and consulting superintendent of the South Bend Watch Company, is responsible for the statement that in 1864, when J. C. Adams attempted to suggest to an official of a then prosperous watch company the need for a watch which would be especially suitable for railway work—Adams was the first official railroad watch inspector in Chicago—he nearly got thrown out of the office for his assumption. "When I need any advice from you," exploded the watchmaker, "I will ask you for it." To which Adams politely replied: "Well, if you won't make such a watch, I will," and, suiting the action to the word, he interested capital and formed the old Elgin Watch Company.

From the first the company adopted its policy of continuous advertising, and, looking at its advertising expenditures for the last fifty years, one is quite forcefully impressed with the continuity of its efforts. Ample proof of the wisdom of this policy is evident. In the first place, out of five new watch companies which started up in 1864 to cash in on the new market created by the termination of the Civil War, the Elgin Watch Company is the only one in existence to-day. The Newark Watch Company, the United States

Watch Company, the Mozart Watch Company and the Melrose Watch Company are long since forgotten. But, instead of being forgotten, we find the Elgin Watch Company, with its name changed to the Elgin National Watch Company, operating a factory turning out on an average 3,000 watches every working day. It is estimated that eighteen million Elgin watches are in circulation. Is it any wonder that the company declares eight per cent dividends on its common stock, retires a comfortable sum to surplus and occasionally declares a 25 per cent stock dividend? Plainly, it pays to find out why your dealers are not selling more of your product, and then setting out to help them do it—even if you do have to put back a moderate percentage of your gross sales into the business to turn the trick.

Enterprise at Chicago Convention

A feature of the Chicago convention which caused comment was the enterprise shown by Chicago business houses to win the good will of visiting delegates. R. H. Donnelley & Co., the directory house, issued a miniature telephone directory listing the various delegates and where they were staying. R. R. Donnelley & Sons Company, the printers, produced a special edition of "The Autobiography of Ben Franklin" and presented copies to delegates who visited its plant. The publishers of *Photoplay Magazine* scored a hit by entertaining delegates and their wives at the "Birth of a Nation," a photoplay at one of the leading Chicago theatres for which regular \$2 prices are being charged. The Chicago *Herald* came in for a lot of praise for the way it covered the convention, a special four-page supplement being given over to it every day. The Chicago *American* entertained delegates by making auto journeys to the homes of famous Chicago advertisers, and the great welcome display of the Chicago *Tribune* at the foot of Michigan avenue went far to reflect the spirit of the city during Convention Week. *PRINTERS' INK*, following its usual custom, had copies containing the first report of the convention in the leading Chicago hotels during the noon recess on Thursday.

Chivers Joins New York "Globe"

A. B. Chivers, for a number of years business manager of the *Cleveland News*, has been appointed business manager of the *New York Globe*.

Sterling Gum Begins Big Drive for Quick Distribution

Newspapers, Posters and National Mediums Expected to Put the Product Near the Top in Six Months—"Teaser" Stunts to Get Arguments Across—Biggest Cities Left Until Last

A COMBINATION of "teaser" copy with reason-why arguments is expected to secure forty per cent distribution for Sterling Gum within ninety days from June 15. The Sterling Gum Company, Long Island City, N. Y., has approximately \$350,000 laid out on the campaign, which starts with the newspapers in 400 towns, outside of New York, Chicago and Philadelphia, is backed up by posters and will swing into the national weeklies along about August 1.

"Chewing-gum is a purchase casual in its nature," said Frank L. E. Gauss, president of the company, "and of little importance to the purchaser. It is difficult to talk about purity, etc., and have what you write read; but we believe that the Sterling '7-point scheme' meets the requirements."

Most of the introductory copy (which, by the way, includes more than 100 separate newspaper ads, none of which are to be repeated) is centered about the "missing seventh point."

Six points of excellence of Sterling Gum are given in all the copy, and it is announced that there is still a seventh point which will be a mystery for the present. The consumer is urged in every possible way to find this seventh point in the gum itself. Later on prizes will be offered for its discovery.

"We believe that there is more interest in numbers than in word slogans," Mr. Gauss said, in discussing this central feature of the campaign. "Take, for instance, '23' and its odd use from coast to coast. There is '13' and the cloak of superstition about it, and any number of other cases of the sort."

"But of all numbers '7' has had the most superstition attached to it. There is the old notion of the seventh son of a seventh son. The ancients attached particular significance to seven. And right up to the present we all get up and stretch to the seventh inning to pull for the home team."

"So we selected seven for our purposes, picked out six points about our gum and left the seventh to be discovered by the public. We have tried to arouse gripping attention in the hunt for the seventh point. It is obvious that in the search for it the consumer will closely scan the first six."

The campaign was opened by copy in the trade papers. The new daylight factory was featured and the coming consumer campaign

(This may suggest the 7th point)

Between the
ages of 6 and 12

Here is advice for parents



"It is between the ages of 6 and 12 that the jaws fail to develop to their normal size," writes H. P. Pickrell, M. D., a world-quoted authority.

"During this period, therefore, the need for general mastication (chewing) is imperative," the eminent Doctor continues. "For new and larger teeth are coming in. The jawbones must grow and accommodate them."

Otherwise "crooked" teeth is very apt to follow—and "crooked" teeth involve lodgment of food particles between them. The food particles make the acid which hastens decay.

At this period of the child's life chewing of Sterling Gum gives the jaw much needed exercise—promoting full growth and full room for the important second set of teeth.

Welcomed as a "goody," the delicious peppermint flavor of Sterling Gum pleases the children while doing them good.

This may sound interesting enough to you to be the 7th Sterling point. But it is not.

Sterling Gum
The 7-point gum

OPPRESSED RED WHISPER

CHOCOLATE - BLUE WRAPPERS

The Sterling Gum Co., Inc.

Long Island City, Greater New York

THIS COPY WAS THREE COLUMNS IN WIDTH AND DOESN'T
LOSE SIGHT OF THE "7-POINT" FACTOR

was announced. "Remember chewing-gum is one of the 'big fifties' in your business, and that a purchaser of gum usually buys other articles which run into money" is a leading argument to the trade. The care with which the gum is manufactured, the cleanliness of the employees, the daylight factory and the health value of gum are emphasized in much of the copy, both to consumers and the trade.

MYSTERY AND HUMOR

There is a liberal seasoning of humorous copy in which detectives, hypnotists, mountain-climbers, miners, magicians and ordinary folk are all depicted in a frenzied hunt for the seventh point. A series of humorous jingles has been written for use in this connection.

Special attention has been paid to the attractive packaging of the goods, and dealers are supplied with window-strips, hangers, etc.

Assisting Mr. Gauss in the direction of the campaign is Fowler Manning, vice-president and sales manager. Mr. Manning formerly was sales manager of the Colgan Gum Company, of Louisville. He was active also in the marketing of Walker's grape-juice. The entire country has been divided into eighteen sales districts under the supervision of sectional managers, and, as previously indicated, New York, Chicago and Philadelphia have been left until the last.

"The sales resistance of New York City to any product is well known," said Mr. Gauss. "We decided that outside of New York and Chicago and Philadelphia there was a great market that

could be more easily won. That is why we are concentrating on Texas instead of New York, Ohio instead of Chicago, for example."

The Sterling Gum Company is capitalized at \$6,000,000. Among its directors are men prominent in big business, including Percival S. Hill, president of the American Tobacco Company, and A. J. Selisberg. President Gauss formerly

was general manager of the Leslie-Judge Company and was at one time Western manager for Eli Lilly & Company, Indianapolis.

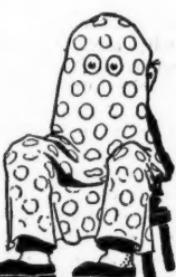
Advertises Fire-resistant Process

In view of the fact that wood is invariably painted, while brick and other competitive building materials are not, as a rule, the advertising of the Empire Paint & Contracting Company, of Birmingham, Ala., which is urging lumbermen to co-operate in fighting wood substitutes, is along logical lines. The company has been using space in lumber trade journals to show how the use of its process makes shingles fire-resisting, and as the wood shingle has been the particular object of the attacks of fire underwriters and substitute manufacturers, this claim is of special interest.

"Mr. Lumber Manufacturer," the announcement says, "you can cut your slabs and other sap timber into shingles and treat them so they will successfully compete with the much-advertised composition shingle. We will gladly furnish sample shingles on demand, and will also furnish blue prints of our treating plants to lumbermen who wish to know more about our process. You can turn these slabs into a profit instead of a loss."

Employees of Penn Railroad Have Magazine

A new monthly magazine, to be known as the "Mutual Magazine," is to be published in the interests of Pennsylvania Railroad employees. The first number appeared July 1, with N. F. Dougherty, special agent of the company at Pittsburgh, as editor.



Detective, disguised as a chair, looking for Point 7.

Well armed but too chary in his movements.

Have you found Point 7?

- 1—Crowded with flavor
- 2—Velvety body—NO GRIT
- 3—Crumble-proof
- 4—Sterling purity
- 5—From a daylight factory
- 6—Untouched by hands

⑦ *We want?*

**Sterling
Gum 5¢
The 7-point gum**
PEPPERMINT—IN RED WRAPPER
CINNAMON—IN BLUE WRAPPER

HUMOROUS COPY OF THIS SORT PLAYS AN IMPORTANT PART IN THE SERIES

our process.
and sapwood
loss."

Good Salesbuilding

Every national advertiser will be interested to know that as a part of Good Housekeeping's service to the retailer and manufacturer we shall conduct this fall a country-wide merchandising plan similar in scope and purpose to our recent Nationally Advertised Goods Week.

The repetition and continuation of this angle of our work has been prompted by the unexampled success of the spring week, a success finding expression in an urgent demand from hundreds of progressive retailers.

The principles underlying Nationally Advertised Goods Week will be closely adhered to, with the incorporation of such minor changes and modifications as experience will naturally have suggested. The time to be chosen will be the week best suited to the mutual interests of the retailer and the national advertiser.

The fall number of Good Storekeeping, appearing in late autumn, will be effectively tied up to this sales-building plan.

The trade bulletins already popularized among thousands of Good Housekeeping Stores

will be distributed in the early fall, carrying full-size reproductions of all page advertisements appearing in Good Housekeeping during the current buying season, and arranged in shape for forceful store window and interior display.

Advertisers who make use of Good Housekeeping's pages during September, October, November and December will naturally receive the full and concentrated benefit of this service to thousands of dealers throughout the country—a service in which Good Housekeeping forms the active linking force to bring the consumer, the retailer and the manufacturer into active buying contact.

In mentioning these things it is impossible to avoid emphasizing the one fundamental reason for the success of all our supplemental service, the one reason for all that influence which the advertiser has found of such cogent value—Good Housekeeping's unique position in the lives of its readers.

Good Housekeeping Magazine

"Some Men Are Like Shot Guns

—they scatter too much. The real key to success is concentration," says wise old Jacob Biggle. So, if you wonder why advertisers are so often advised to put so much of their appropriations into *The Farm Journal*, recall this testimony—the statement of one of the most skillful inquiry-getters among advertising men:

"\$2,000 in *The Farm Journal* is sure; \$2,000 in five or six other papers may bring as many returns, but then again it may not. There may be times when other papers out-pull *The Farm Journal*—but for every-day, year-around dependability, I want *The Farm Journal*, for I always know where I am at. There's nothing spectacular about the results, you just deliver the goods, and I can count on you."

To this statement about *THE FARM JOURNAL* we can add but one remark: "Being sure beats being sorry." Sept. closes Aug. 5th.

Predicts Great Changes in New York Department-store Field

Perhaps Six will Survive the Burdens Under Which Several Have Been Crushed

By J. F. Beale, Jr.

Adv. Mgr., Saks & Co., New York; formerly of R. H. Macy & Co., New York, and of Strawbridge & Clothier, Philadelphia

[EDITORIAL NOTE.—It has been in response to the request of manufacturers that PRINTERS' INK has published so many articles on the relations of advertisers and department stores. At the best, department stores have only reluctantly given co-operation. Will they continue their indifferent attitude toward trade-marked brands? Will they ever cease using the advertised brand as a bait for their own private brand? Significant changes are taking place. In the following article a veteran department-store man interprets tendencies and forecasts a new stage in New York merchandising.]

IF I were a manufacturer I should do some fine commercial detective work right now in New York. I would determine which of one, two or three big stores were most likely to push hard for leadership in the lines I manufactured, and I'd tie up very fast to them. Then I'd co-operate, with a capital C!

There is much speculation now in ever-widening circles as to the future of the department store in the United States in general and in New York City in particular. It is a topic of great interest to hundreds of manufacturers, importers, jobbers and bankers.

Guesses and theories are as plentiful, almost, as snowflakes in a blizzard.

Unfortunately, those who are in a position to give *real* information are strangely silent.

The spirit of uncertainty and unrest cannot be denied, however. It crops up continuously; in fact, its evidences appear with increasing frequency.

It is noticeable that merely in the matter of credit and standing in the market, houses always very careful to discount their bills are joggling up the buyers to pass through bills even more promptly than usual and goading their accounting forces to pay "on the dot." They want to take no

chances with that sensitive thing "credit."

They know their credit is good and their standing strong, but they don't want to even be *discussed* on these lines. In these troublous days they realize that one or two bills not discounted are liable to be multiplied to one or two hundred "in the trade" and on the street.

TALES TOLD IN THE TRADE

One big store would like very much to know where a certain rumor, persistently current, originated. It credits the store with being eight to ten months "behind" in payments on several large accounts.

Another store is suffering from the widespread report given broad credence, and apparently undenied, that it lost \$750,000 in one year's trading.

Another store suffers from the report that it cleaned a paltry \$12,000 on a business of over \$10,000,000 in one year.

And so on down the line. One store is reported unable to continue owing to recent disclosures and must go out of business. Various reorganization schemes are proposed, only to meet with opposition. Apparently shrewdly laid plans to rehabilitate a certain big New York merchant, whose great interests were interwoven with Chicago and Boston, do not seem to come to a head.

A well-known merchant of Brooklyn, whose concern came to be in distress, is quoted as saying that if he had \$20,000,000 capital and a proper rental rate on the Sixth Avenue stores that have been vacated one by one by failing department stores, and could re-organize the one big store still

remaining in that district, he could in a few months show the commercial world some great things in volume of business, merchandising, quick turnovers and big profits.

The owners of one of the great stores in New York have been so persistently connected with a rumor that they were about to buy a big Brooklyn store that failed that they deemed it necessary to make denial. The denial, commented upon later by several very well posted and prominent New York retailers, was construed as having a tone of "we have all we can attend to right here just now, thank you!"

Two of the oldest department stores are reported as considering consolidation to effect reduction of overhead and advertising expense and fixed charges.

A group of men active in the department-store and large retail field were at luncheon at the Waldorf a short time ago. It was in the latter part of June.

One of these men, who had seemingly been in a deep, brown study for a time, suddenly looked up from his plate and said, "Gentlemen, there are nine of us here and each ought to be able to give me an intelligent and dependable prediction with regard to the department-store situation in New York. What is the future of the department store?"

There was silence for several moments. To the writer they seemed very long minutes, indeed.

PREDICTS THAT SIX WILL SURVIVE

Then one man spoke up. He is not a department-store man, though he once was. His business, a large and growing one, depends for 90 per cent of its volume upon department stores and the larger specialty shops. This is what he said: "I believe that in a few years, mind you, I say a few years, there will be in New York City not more than six department stores, as the name is now applied, and that their methods will be greatly changed and improved from the standpoints of advertising and merchandising methods, service, price-cutting, the

sale of trade-marked and proprietary goods and brands, their 'overhead,' their methods of co-operation, the manner of their competition, and the personnel of their executive forces, as well as that of the rank and file. I further believe that the desirable specialty shops, now conducted on lines of high commercial principle, will grow and their yearly profit increase. As for the chains of stores —well, I am glad I am in no way concerned with their multiplying burdens."

The foregoing is almost an exact quotation.

Everyone at the table listened intently. There was another long silence. Then the original questioner said: "Mr. _____ has expressed my own views so concretely that I have nothing further to say."

Turning to a very successful and well-known advertising and merchandise manager for one of the stores he asked: "What do you think?"

"I thoroughly agree with Mr. _____," was the answer.

Then it developed that the nine representative men were unanimously of the opinion expressed in the above quotation. Some of the men are directly interested in the stores under discussion, but which have not been named for obvious reasons.

One man said he desired to give emphasis to the part referring to the higher tone which must pervade the personnel of the management of the big stores. As he put it: "The word 'predatory' must be forgotten; the big stores must be managed by *merchants*, not *bankers*, by practical men, not 'relatives,' recent graduates and men of untried fitness; and tremendous salaries and big percentage 'rakeoffs' must be abolished."

Another man, keen on the subject of the development of employees as units, claimed that there will be a decided advance in that line. He pointed out that indications are not lacking to prove that the best merchants are giving much thought to the improvement of their service and the decrease of waste and error by the

development of the individual worker.

New York has long been pronounced the hardest place in America in which to select, train and manage an efficient corps of salespeople and other workers in a retail store.

Every nationality is here. Every grade of social, moral, physical and educational condition is jumbled together in one great melting-pot.

For every dollar the average store pays out in wages it is getting back anywhere from sixty cents to ninety cents of service. Where is the big retailer in New York to-day who will claim that he is getting a dollar of service for every dollar he pays out?

Find, if you can, a big merchant who will not tell you that his losses through lack of interest, inattention, incapacity, disloyalty, dishonesty and shiftlessness are enormous.

Contemplate that one of the greatest stores in New York had a record of 60 per cent of resignations and dismissals among its employees in a year.

This looks bad, and it is all unpleasant food for thought, but there's a bright side, and out of all this present wreckage and this condition bordering on chaos there is bound to come a regeneration that will mean a very great deal to the public, to the manufacturer, importer and jobber, to the management of and capital invested in retail selling on a big scale in New York City, and to the thousands of employees of these stores and those dependent upon them.

BETTER MANAGEMENT AHEAD

Better times and conditions are ahead. The atmosphere is sure to clear. There have been several ominous peals of thunder preceded by sharp lightning flashes. The air is getting fresher. The sun is peeping out. A rainbow is forming. Good times based on regeneration and the purifying of men and methods are soon to be here.

God speed the day!

If there is anything more intensive than modern merchandising

and competition in retail merchandising in New York City I am interested to know what it is!

It is high time that all this millions of business be conducted according to impeccable principles; that capital gets its just and sure returns; that the workers get a greater share; that the public receives a better deal, and that the manufacturer, importer and jobber may take a vacation once in a while without the haunting vision of a big failure occurring during their absence.

The present condition of the department-store and large retail business in New York is, with a few shining exceptions, a disgrace. The department store has reached the depths. It has come to the full stop in its backward movement that must precede the shifting of gears, the throwing in of "high," the advance of spark and the record-breaking run *ahead* with valve-heads ground, a full tank of gas, the oiling system in perfect working order, tires pumped up to the right pressure, a broad, open macadam road ahead and an experienced pilot at the wheel.

Think of what has happened in the large retail business in New York in the past three years, and then consider that one-twentieth of the entire population of the United States lives within its boundaries; that one-twentieth more are in its suburbs, and that hundreds of thousands of people visit New York every year. Awful, isn't it?

SPECIALIZATION, RATHER THAN BIGNESS

But the light is dawning. There is going to be an era of fewer stores but better stores; an era of specialization, rather than bigness and diversity of stocks for the mere sake of "impression." There is coming an era of greater honesty in advertising and merchandising; an era of increased safety for the consumer. "Overhead," so greatly increased during the last decade by the impositions of entertainments, by the abuse of C. O. D.'s, by credits and exchanges and by other causes, will

**Do They
Buy From
"Power"
Ads?**

**Here's a typical letter
from a Power subscriber:**

Material I have purchased through the advertisements has proven very efficient. I am handing you herewith a list of material and the names of firms I have purchased these items from.

Steam Hose, Pennsylvania Flexible Metal Tube Company.
 Vertical Separator, Austin Separator Company.
 Fire Brick, Bescon Plastic Fire Brick.
 C. C. Self Cleaning Strainer, Crane Company.
 Flake Graphite—Commutator Brushes, Jos. Dixon's Crucible Company.
 Erie Water Tube Boiler, Erie City Iron Works.
 Pump Valves and Packing, Garlock Valves and Packing.
 Ash Ejector, Girtanner-Daviss Engineering Co.
 Feed Water Heater, Hopper Mfg. Co.
 Engineering Course, International Correspondence School.
 Packing, Pipe Covering, H. W. Johns-Manville Company.
 Valves and Whistle, Lunkenheimer Company.
 Engineer Library, McGraw-Hill Book Company.
 Pump Governor, Mason Regulator Company.
 Oiling System, W. W. Nugent Company.
 Smooth-On, Smooth-On Mfg. Co.
 Ash Elevator, Stephens-Adamson Mfg. Co.
 Reducing Valves, Watson & McDaniel Co.
 Pipe Wrenches, Trimont Mfg. Co.
 Emergency Steam Trap, Wright Mfg. Co.
 Steam Engine Indicator, Crosby Gauge & Valve Company.
 Blow Off Cock, Homestead Valve Co.
 Air Turbine, Lagonda Mfg. Co.

The above are some of the things I have purchased through the advertising columns, and as I find the material advertised in Power to be up to standard, I always consult the advertisements before recommending purchases.

Why not add your product to the list of things "Power" readers buy?

HILL PUBLISHING COMPANY

10th Ave. at 36th St., New York City

Also publishers of *The Engineering and Mining Journal*, *Engineering News*, *American Machinist* and *Coal Age*. All Members of A. B. C.

**You
Bet
They
Buy**

A NEW NATIONAL MONTHLY WITH 500,000 CIRCULATION

¶ Unusual? Yes, but so is the magazine itself—unusual in plan, scope, purpose and *direct* distribution.

¶ Every month 500,000 persistent Women Buyers all over the United States will receive The Sperry Magazine through their regular purchasing channels. The magazine *suggests* purchase.

¶ The woman receives it at the very place in which many of her most interesting purchases are made—the Progressive Dry Goods and Department Store.

¶ Fiction, Fact and Fancy—Interesting Information—Helpful Household Hints and Smarter Style Suggestions make this New Monthly eminently *worth while* to women buyers.

¶ The Sperry Magazine is equally worth while to the National Advertiser. Through it he can reach the Woman *direct*, by means of the most complete machinery of Dealer-Distribution enjoyed by any commercial organization in America.

Write for the July issue

THE SPERRY MAGAZINE
Published For The Woman-Who-Buys

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

English Houses Invading American Market

Several Representative Concerns Are Already Started on Trade Campaigns—Present Effort Is Made to Establish a Permanent Market—Facts About the Nature of This New Competition

AMERICAN manufacturers who think they have a half-Nelson hold on the business of this country and now purpose to clean up the rest of the world's trade should keep an eye on English manufacturers who are now invading this market.

Conclusive evidence of this is at hand in a recent issue of the *Dry Goods Economist* which contains displayed advertisements of several representative English concerns that are making a bid for business from American buyers.

Inquiry develops the fact that these concerns are not merely seeking a new temporary outlet to offset a curtailed European distribution due to the war, but that they are planning to create a permanent market in this country.

HOW THEY ARE ADVERTISING

In an illustrated double-page spread the Bradford Dyers' Association, of Bradford, England, feature two trade-marked lines of fabrics—"B. D. A. English Mohairs" and "Ripley's Permo Finish English Mohair and Worsted Fabrics."

One of the selling arguments is that both lines are guaranteed.

There is also a double-page spread in three colors by Marshall and Snelgrove, Ltd., of London, which announces a new fashion service for American merchants. This concern is said to occupy a position in England somewhat similar to that of Marshall Field & Co. in this country, operating both on a wholesale and retail basis. The company aspires, it is said, to fashion leadership that will be world-wide in character, and it is taking advantage of the present conditions in Paris to establish itself as an author-

ity on that subject. Its activity in this field will cover such merchandise as costumes, gowns, hats, sports' wear, neckwear, corsets and underwear. The announcement says that the service will be confined to one concern in a locality. This service is, of course, a vehicle for getting business.

H. A. Francis, Ltd., of London and Paris, also advertises a service of monthly shipments of model blouses and gowns. This concern is using page space which is very attractively illustrated in five colors.

Another interesting announcement is that of John Smith, Ltd., also of London. This is a millinery concern that likewise offers a style service to American buyers.

Rowe, of London, is the maker of a staple line of goods that is being introduced to the American trade for the first time in a double-page spread in three colors. This product is advertised as Rowe's International Sailor Clothes for Boys and Girls.

The House of Rowe is an important British industry that has grown steadily from a small beginning over half a century ago.

It was originally contractor to the British Admiralty, making sailors' clothes—the real thing for the British Jack Tar. Out of that business grew its present remarkable trade in boys' sailor suits which extends to nearly all quarters of the globe.

A small mail-order business direct with consumers is, however, the only distribution that these goods have secured in the United States up to the present time, as heretofore no effort has been made to place the line with dealers.

An interesting feature of the Rowe product is the fact that it is standardized in material, color, size and design.

The different units that make up a complete suit are sold in detail. Thus either dealers or consumers can not only buy separate trousers or blouses, but also separate collars or fronts, thus securing a variety of style or color combinations. If one garment or accessory wears out before

another it can be renewed, with a perfect match in color and design assured.

The Rowe company states that in its own experience as retailer it finds that customers visit the store four times as frequently as when they buy a complete suit at one time.

The goods are placed with dealers on the exclusive-agency plan, and the dealer's name is incorporated in a woven label containing the trade-mark, if desired.

All of these English concerns are planning aggressive sales cam-

war. It is their view-point that French and German manufacturers also will seek the American market more aggressively than ever as soon as those countries are able to return to industrial pursuits.

These facts indicate that American manufacturers who are seeing visions of foreign market development as a result of the war will do well to keep in mind the adage that a bird in hand is worth two in the bush.

In other words, dreams of expansion should not be allowed to

AMERICAN COPY FOR "JACKIES'" SUITS, MADE IN ENGLAND

paigns in this country, of which the trade advertising referred to is a preliminary move to pave the way for a well-organized selling effort to follow.

Local selling connections of a temporary character have already been made to take care of any interest that may develop as a result of the advertising, but it is not expected that immediate results will be large.

These concerns, as well as many others in England, it is said, are anticipating marked changes in the channels of distribution that they believe will take place regardless of the outcome of the

obscure the importance of home defense, because in the readjustment of the world's commerce the trade of this country as well as that of other neutrals is likely to be sought aggressively by all of the present belligerents.

Gilman to Represent New York "Evening Post"

Louis Gilman, New York, has been appointed representative of the New York *Evening Post* in the foreign Eastern territory. He will continue to represent the *Philadelphia Press* in this field. Charles G. Scholz has joined Mr. Gilman's staff and will cover New York City.

Collier's Washington Bureau has been established six years.

During that time it has served, without charge, countless numbers of Collier readers, giving information on any subject for which our National Capital is headquarters. This same service is at your disposal and we would welcome a chance to cooperate.

A recent small space advertisement of this Bureau in Collier's, on experiments in Drug Farming conducted with the cooperation of the Department of Agriculture, brought 450 letters and they are still coming in. This shows the responsiveness of the readers of

Collier's 5¢ a copy THE NATIONAL WEEKLY

NEW YORK

Boston

A. C. G. Hammesfahr

COLLIER'S CIRCULATION ISSUE OF JUNE 19TH	
Press Run	885,000
Gross	881,741
Net	886,839
Net Paid	855,939
Member A. L. C. and Quoin Club	

The July 19th issue of Collier's will be the Summer Fiction number. It will be particularly noteworthy.

Old-time Expert Tries to Pass the 'Varsity Advertising Exam.

His Answers to Some of the Questions

By Charles Austin Bates

A WAY back in the hard winter of '93 when first, with becoming modesty and characteristic shyness, I admitted through the columns of *PRINTERS' INK* that I was an advertising expert, there were only a few of us.

We took ourselves pretty seriously, but the malefactors of large advertising appropriations generally met us with pooh-poohs, tush-tushes and even a few irritating har-hars.

Please am I now to see that experts are being turned out in schools—perhaps even in herds and droves.

This knowledge comes from perusal of some examination papers of New York University. Only four sheets of questions have come to me, but these leave me gasping in astonishment at the amount and diversity of information required of the students.

There is one page of questions headed "Psychology of Advertising," which is something invented a few years ago, I believe, by John Lee Mahin with an accomplice, before or after the fact, in Prof. Walter Dill Scott.

I am not at all certain what it is, or means, or does, but I gather that whenever anybody finds out, he will thereafter be able to eliminate all excitement and uncertainty from advertising, and the manufacturer's life will be one glad sweet song, completely freed from selling problems.

THE OLD-TIMER BARES HIS KNOWLEDGE

To plumb the depths of my ignorance, I have tried answering some of the questions:

Question 1: "Why is psychology the basis of advertising?"

Answer: I don't believe it is the basis of any great amount of advertising—and besides, Charles W. Mears, of the Winton Motor

Company, avers that buying is seldom, if ever, induced by any mental process whatever, but is generally done as the result of some sort of inspirational hunch—just as you sometimes hold up a kicker and sometimes you don't.

Question 2: "What are the advantages of measuring the relative values of advertisements before running them?"

Answer: There would seem to be quite a good many advantages if the process were possible. Among the minor ones would be a marble house at Newport, an ocean-going steam yacht, a few automobiles and a fleet of aeroplanes. There are, of course, others more substantial, but this is warm weather and those above mentioned are naturally first to occur to me.

Question 3: "What factors interfere in determining their value by running them?"

Answer: (a) Lack of nerve.
(b) Lack of money.

Question 4: "What are the differences between short and long circuit appeals?"

Answer: If the circuit is too long, you may never get home with the appeal, but if it is short-circuited, the lights go out—and there you are!

Question 5: "Discuss the efficiency of the following trademarks. Use as much material of this course as possible in arriving at your conclusions:

1. Old Dutch Cleanser figure.
2. Kitten of Corticelli Silk.
3. The Quaker of H-O Oatmeal."

Answer: I don't know, and I don't believe anyone else does, or can know, anything even vaguely definite about the efficiency of a trade-mark. I will, however, venture the conjecture that the Quaker does not add very materially to the sales of H-O—on the con-

try, quite the reverse. But then, as I have shamefully admitted, I don't know anything about the psychology of advertising and possibly, in these esoteric times, the use of a competitor's trademark may in some way be subtly effective.

Question 6: "In preparing a booklet, how many pages should be planned for and why?"

Answer: I hold positively and without fear of successful contradiction, that every booklet, absolutely without exception, should be as long as a piece of string, or, in other words, about the size of a lump of chalk.

Question 7: "Reproduce the color pyramid. Discuss its properties and use it to determine appropriate color schemes for the covers of the following:

A. Booklet of a summer resort.
B. Booklet on vacuum cleaners.

C. Catalogue of machinery."

Answer: Manifestly the color scheme of a summer resort booklet should be such as to please

each individual reader, and as tastes vary, I would suggest the reproduction of a rainbow, so everybody would be happy.

For vacuum cleaners, black and white in distinct masses—to convey the before and after idea. Probably, if the reader is at all interested in cleaners, a color scheme of red, green, blue, purple, or brown will be equally effective.

The scheme for a machinery catalogue would depend on the kind of machines. If we are going into color psychology, let's go clear in over our heads. Let's have a definite color for each machine. If you decide on pale mauve for your double-headed planer, and your competitor's psychology leads him to guess orange or pink, you've got him sewed up in tarpaulin, with a weight lashed to his feet—or he's got you, as the case may be—depending on which happens to be more psychic.

These are only a few of the questions, taken at random. Many of the others, evidently based on lessons that have gone before, are

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

unanswerable correctly, except by a student of those lessons. Perhaps this very knowledge is vital to success in advertising—but I'll bet that neither George Ethridge, Earnest Elmo Calkins, or Harry Hawkins can qualify, and I've serious doubts about John E. Kennedy.

SOME OF THE QUESTIONS

For instance:

2. (a) What are the symbols possible in advertising language and which is the one in most general use?

(b) Which one makes the strongest appeal to you personally?

3. (a) Discuss decoration and its relation to structure.

(b) What is form and why is it essential in all visualized objects?

4. (a) What is the first principle of form?

(b) Illustrate its application in at least two fields outside of advertising.

5. (a) What is balance? Name the two kinds and discuss the qualities each expresses.

(b) Illustrate the first kind in the placing of some objects in your living-room.

6. (a)—(b) Discuss movement from the standpoint of the centralization of attention.

7. (a) Why is a sequence essential in an advertisement?

(b) Give one of five parts.

8. (a)—(b) Discuss color as to its source and the fundamental meaning of red, yellow, blue, green, orange and purple.

Other questions having to do with the mechanics of advertising and printing are practical and cover points essential to any student who intends to work in advertising.

I realize that scientific progress has ever been opposed by the old-timers in the particular line affected, but don't you honestly think these students are chasing a good many pink balloons?

Suppose you wanted a booklet to sell brass tacks?

Do you think twelve pages, printed in purple, on écrù paper, would sell more of 'em than if it were sixteen yellow pages, printed

in green?—and if so, why, and to whom, and how many?

After all, the fact that so eminent a seat of learning as N. Y. U. has seriously undertaken the task of teaching advertising is gratifying evidence that the subject—the business—is looked upon with respect for its importance in the commercial world.

And, of course, the successful advertiser always has been—and always will and must be—a good deal of a psychologist—but he doesn't call it that. He has only the most general of rules, and these are subject to change over night.

He knows that form, color and phraseology are comparatively unimportant if he has punch, persistence and weight.

One line of instruction on the N. Y. U. question sheets is:

"When you have finished, leave your book on the proctor's desk and leave quietly."

"Tis done!

Jail Inmates Advertise for Agents

Two men serving time in the Paterson, N. J., jail have been advertising in nearby papers for canvassers, numerous replies coming to the postoffice for "Wm. H. Taylor & Co., 356 Main street," which is the address of the jail. In ordering the advertising they asked that the cost be charged to the firm.

The men admitted, when questioned, that they had sent the advertisements to various papers. They said, time hanging heavy on their hands, they had answered the advertisements of several out-of-town firms and had become local agents for all sorts of novelties. Samples had begun to pour in on them, and having no means themselves of disposing of the goods they decided to advertise for sub-agents.

New Scale of Prices Adopted by Photo-Engravers

A "Standard Scale of Prices" for half-tones and zinc etchings was adopted at the recent convention of the International Association of Manufacturing Photo-Engravers. The scale is based on a fixed charge of \$1.50 plus 10 cents per square inch for half-tones, and 75 cents plus 5 cents per square inch for zinc etchings, up to 30 square inches; and 15 cents per square inch for half-tones and 7½ cents per square inch for zinc etchings over 30 square inches.

THE AYER & SON ADVERTISEMENT

(Continued)

Puget Sound is the natural gateway to the Orient and that enormous territory, Alaska. You will hear wonderful stories of commercial growth from the shores of Puget Sound in the next few years.

Washington is wonderful in natural resources. The climate and the soil are her allies. Her forests are famous, producing approximately 63 per cent of all the Douglas fir cut in the United States and 53 per cent of all the cedar. Industrially, lumber is most important. Tacoma has twenty-five lumber mills and shingle factories, also sash and door factories. She works the largest saw mill in this country.

But the resources of Washington have scarcely been touched. The hills are full of mineral wealth and water power. There is an abundance of good coal to put under the boilers of the factories that are to come. The fertility of Washington valley lands is marvelous. Yakima Valley apples are the choice of epicures. But—and here's the rub—Washington will never realize on the prophecy of Paul Morton until she gets a population commensurate with her needs. There are millions of acres of unimproved or only partially improved land in Washington, Oregon, Idaho, Wyoming, Nevada, Montana and the rest of the West. These States will absorb many millions of population. Washington, because of its timber, because of its minerals, stone and clay, because of its great ports on Puget Sound and its transcontinental terminals, and because of destiny, will develop into a wonderful importing and manufacturing State. Seattle, Tacoma, Spokane are

now the supply stations of Alaska. The cities of the Washington-to-be will be the big manufacturing centers of the great West-to-be, producing the necessities for the homes of the stupendous population that this section will support.

Where is this population to come from? Why, it is packing its trunk now. When the European War is over the tide will commence. With the Panama Canal in working order, emigrants can be put down on the Pacific Coast for something like \$15 more than it will cost to land in New York.

What shall Washington do to get her percentage of this growth? Let her land owners and business men get together with the railroads and form an energetic working committee to boost the story of Washington. Begin a plan now that will invite not alone the hard-hit emigrant to come to Washington, but open the eyes of the thousands of our Easterners who are longing for Opportunity. Washington! You have it. Tell it. Make it attractive. "Immigration advertising has been done," you say. Has it been done in the best way possible? Has the last word been said?

We at advertising headquarters are pioneers in doing old things in new and bigger ways. We will be glad to talk to the great transcontinental railways or to a commercial association on how Washington's future can be capitalized and sold for development on a sound commercial basis. Washington was once boomed almost to death. Let's have some real prosperity minus the stampede and mushroom sauce.

N. W. AYER & SON
PHILADELPHIA
NEW YORK BOSTON CHICAGO

Another Open Letter

to the President of Certain Grocery Product Companies

Dear Sir:—

You make something which, you think, women should buy—soap; or biscuit; or breakfast food; or baking powder; or sugar; or pork and beans; or something else.

You appreciate the value of knowing, specifically, *why* they buy it—or *don't*.

You know, too, that half the battle of business consists in finding out what people want and the other half consists in giving it to them—at a profit.

But, unless your case is quite unusual, you find it difficult to get definite information as to *why* people buy your product—or *don't*.



One of the ways in which we help manufacturers find the Basic Idea on which their advertising should rest is by going to the men and women who use their products.

By doing this—thoroughly—we get the *user's* point of view: and it is the *user's* point of view that counts.

To illustrate: Quite recently we made an investigation of the attitude of the grocery trade—and the public—towards a certain advertised brand of canned goods.

We naturally supposed that nearly everybody used canned goods.

Investigation showed that a surprising proportion of housewives flatly refuses to buy them.

The manufacturer was inclined to give dealers a higher percentage of profit, believing that if he did so, his sales would increase substantially.

Investigation showed that grocers were satisfied with the profit they were getting; and that, if he increased his discounts, he would merely be giving grocers several thousand dollars a year for which they could—and would—give him no equivalent.

He believed that the quality of his goods was so superior to that of his competitors that the public generally specified his brand.

It was found that the public, in great majority, asked for So-and-So's canned goods, and did not ask for his; or accepted another brand because it was cheaper.



Now, this manufacturer has his own special and superior processes. He does certain things in certain ways in order to get certain results.

But hardly anybody but himself knows about those processes; why he uses them and what he accomplishes by them.

His company makes canned goods *with an Idea*.

It has been selling them *without an Idea*.



Somewhere in your factory, or in your method of selling is *your Idea*,—the Idea which, if used properly, will give new life to your selling—to the trade and to the public.

To find that Idea and to use it, as it should be used, requires intelligence and ability of an unusual sort.

May we say, in all mod-

esty, that we believe we have that intelligence, that ability?

But intelligence and ability are only potential equipment.

We know of no advertising intelligence, no advertising ability, which have built soundly except by getting at the very heart of a business.

Theories do not make facts. But from facts, thoroughly rounded up, theories of a substantial sort are constructed.

The strongest advertising is that which best matches up the consumer's wants, on the one hand, with the factory's performance, on the other.



If anything we have said here interests you; if you feel that you would like to know more about us—who we are, how we work, what we have accomplished—ask a friend to write for “Toward Tomorrow.” Have another friend ask half a dozen New York advertising men about us.

Then—act or not as seems best.

J. M. CAMPBELL
of BLACKMAN-ROSS COMPANY
Advertising Agents
95 Madison Avenue, New York

Isn't This Enough?

Supposing you had the closest possible relation with only 10,000,000 people in the United States—wouldn't that help?

We have that number of people in our family collecting Hamilton Profit-Sharing Coupons and "S. & H." Green Stamps which are redeemed by consumers at our hundreds of branch Premium Stores, scattered over the country.

Can you realize what it would mean to your business to be in touch with our big family? Do you realize that our organization would be your Premium Department, giving valuable premiums to consumers of your product for their continuous trade?

Consider what it would mean to you to have all of these people prefer your product—then call, write, wire, or 'phone for information.

The Hamilton Corporation

George B. Caldwell, President

2 West 45th Street

New York City

How Trade-marks May Be Transferred

The Law Prevents the Manufacturer from Selling His Trade Rights as if They Were a Commodity

Special Washington Correspondence

LETTERS of inquiry which have been addressed of late to the Patent Office at Washington reveal a curious lack of knowledge about the matter of transferring trade-marks. This ignorance in some of the cases may prove costly.

Some of the letters have been written by advertising agencies which have originated trade-marks for commodities like bread, milk, etc., which are produced in every community. These agencies wish to sell or lease the trade-marks to one concern in a community.

COMPLETE BUSINESS MUST LIKEWISE BE ASSIGNED

These inquirers evidently are unaware of that part of the trade-mark law which states that a trade-mark may be transferred from one firm to another, *but only when the good will of the business in which the trade-mark is used is also assigned*.

This is one of the minor points of trade-mark law and practice which seemingly escapes the attention of many manufacturers and advertisers until they are brought squarely into collision with its hard and fast limitations.

Assignments of trade-marks are not recordable at the United States Patent Office if the transaction represented by the documents in any given case involves anything less than the transfer of the complete business in connection with which the mark has been used. Likewise is it imperative, under such circumstances, that the sale of the mark and of the business be exclusive and that the assignor shall thereafter cease to manufacture the same or similar articles as he has previously put out under the trade-mark which he relinquishes. Court decisions in considerable number have established this principle.

The necessity of formally re-

cording trade-mark assignments at the United States Patent Office lies in a provision of the trade-mark law, which, after stipulating that an assignment must be an instrument in writing and duly acknowledged according to the laws of the country or State in which it is executed, states that "any such assignment shall be void as against any subsequent purchaser for a valuable consideration, without notice, unless it is recorded in the Patent Office within three months from the date thereof."

Insistence that every trade-mark assignment shall be incident to a bona-fide change of ownership of the business would appear to affect particularly two classes of interests. First, there are the business houses that are ambitious to take over the marks of other firms in the same line without actually absorbing the business of the original user of the trade-mark. For example, it not infrequently happens that a manufacturer who has been putting out a variety of products under a common trade-mark desires to discontinue the manufacture of some one line of goods and to turn over his established trade-mark, as applied to that particular line, to some other manufacturer. At the same time he wishes to retain the mark for use on his other products and what would commonly be accounted the good will of the business in general.

Second, this restriction would seem to hit in some degree a practice that is increasingly prevalent in the advertising field; namely, the issuance of licenses for the use of a trade-name, a trade-mark or other publicity asset in limited territory or respective local districts. The issuance of these licenses is not intended to carry, of course, the transfer of the entire business. Such transfer is seemingly demanded by the

law providing for trade-mark assignments. This phase of trade-mark practice has intimate relation, also, under certain conditions, to the private-brand proposition.

Those who desire to split up their business without sacrificing any part of the established prestige of a trade-mark may, however, take comfort from certain decisions of the United States Commissioner of Patents. This official has declared that his office could not refuse to record the assignment of a registered trade-mark, merely because it did not transfer the good will of the business as to all the classes of goods covered by the trade-mark registration, if the goods mentioned in the assignment are so different from the other goods named in the trade-mark certificate that the business in the one is separable from the other. He declared in so many words that, in considering such questions, all reasonable doubts are to be resolved in favor of recording assignments.

At the same time the commissioner held in the case of Alart & McGuire Company that there cannot be recorded a trade-mark assignment which, while purporting to convey the good will of the business, obviously retains to the assignor a business not separable from that which it is desired to transfer. Definite illustration of what is not allowed in trade-mark assignment was afforded in the opinion of the Court of Appeals of the District of Columbia (court of last resort in trade-mark practice) in the case of Mayer Fertilizer & Junk Company vs. Virginia-Carolina Chemical Company. In this case the evidence indicated that the S. Company, upon retiring from business, assigned to A. & A. its "anchor" trade-mark for fertilizer, together with its good will. The seller issued circulars stating that the fertilizer sold by the new owners of the trade-mark under the anchor brand would be made by the same formula and of the same material as that of the S. Co., original holders of the trade-mark. But the evidence failed to

prove that the representations made in the circulars were carried out or that the formula and raw material were actually transferred. Hence the court held that the assignment was insufficient to carry the right to use the trade-mark.

Another slant on the consequences of attempting to transfer a trade-mark and trade-formula without transferring the place of manufacture or good will was disclosed in an opinion by the Supreme Court of Massachusetts in the case of Chadwick vs. Covell. In this case the court held that where the proprietor of a medicine transfers the right to use his trade-mark and formula without transferring the place of manufacture or plant used or the good will of the business, and there is no exclusive right to manufacture the medicine in anyone and there is nothing in the trade-mark to indicate that the medicine comes from a particular manufactory, then has the grantee no authority to restrain another person from using it. Under such circumstances the only effect of the trade-mark is to indicate a class of goods which anyone who knows how may manufacture.

TERRITORIAL RIGHT TO TRADE-MARK NOT TRANSFERABLE

Manufacturers who have sought to parcel out trade-mark privileges along with territorial licenses or agencies or sales rights have, in a number of instances, been stopped by decisions of the Commissioner of Patents, that the section of the Trade-Mark Act which authorizes the assignment of trade-marks is held not to provide for the recording of any paper signifying to grant a mere territorial right to the use of a trade-mark.

Equally significant are decisions that in trade-mark assignments a trade-mark must not be separated from the product with which it has been associated. The Circuit Court of New Jersey established this principle in the case of Independent Baking Powder Company vs. Boorman. Here the evidence showed that manufacturers of a baking powder, which they

"The pulling power of an advertisement does not depend alone on the advertisement. The finest kind of copy will not do much for you unless you can get it before a large body of people with whom you can reasonably hope to do business, and get it before them in a medium that really commands interest and confidence. I emphasize interest and confidence because I am sure that these phases of advertising do not receive the attention they are entitled to"—

S. ROLAND HALL in *"Writing an Advertisement."*

Interest and Confidence

The full-face *italics* are ours because it cannot be stated too emphatically that *interest* and *confidence* in a publication are necessary to advertising success.

* * * *

The railroad field is a big one—larger than many manufacturers appreciate. Almost every commodity in the market can be found in some quantity in the list of supplies purchased annually by this Billion Dollar customer. Selling to railroads, scattered as they are over thousands of narrow miles, demands special treatment.

It is the policy of the Simmons-Boardman Publications to eliminate from both the text and advertising pages those things which tend to destroy interest and confidence. We have been accused of playing favorites, of conservatism, of unjustice, and a dozen other things, and we expect more of it; but it is seldom, if ever, that railroad officials (our subscribers) so complain.

The Simmons-Boardman Publications are today giving to their advertisers, as nearly as it can be determined, 95 per cent of the purchasing power of American railroads; and these readers testify to their *interest* and *confidence* by renewing their subscriptions annually.

Simmons-Boardman Publishing Company

NEW YORK

CHICAGO

CLEVELAND

Members Audit Bureau of Circulations



Supremacy of Hearst Newspapers in Atlanta Proved!

Here are the A B C Figures
for the Second Quarter:

DAILY GEORGIAN SUNDAY AMERICAN	52,613 83,838
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HEARST'S
 DAILY GEORGIAN SUNDAY AMERICAN
 ATLANTA, GEORGIA

ATLANTA'S GREATEST NEWSPAPERS

sold under four or five different trade-names, had assigned one of these trade-names to another concern, with the right to use it as a trade-mark for baking powder. The original producers, however, continued to manufacture and sell the same article under some of the other names. The court held that under such circumstances a trade-mark could not be separated from the product with which it had been associated and that the assignee acquired no exclusive right which could be transferred.

A custom followed by many manufacturers with respect to trade-marks was sanctioned when the United States Circuit Court in Illinois decided the case of Hoffman vs. B. Kuppenheimer & Co. The opinion handed down was that a patentee who has adopted and registered a trade-mark which he uses to designate a patented article, may assign the right to use such trade-mark as an incident to a license to make and sell the patented article, without losing his rights in it. On termination of the license he is reinvested with full title to the trade-mark, and with the right of protection against its continued use by the licensee.

Assignment of trade-marks has in a number of instances been attempted after the discontinuance of a business. An illuminating judicial mandate on this subject was that of the United States Circuit Court of Appeals for the Sixth District in the case of Deitz vs. the Horton Manufacturing Company. Here the owner of the trade-mark "Globe," registered for use on washing-machines, undertook to assign the mark several years after he had discontinued its use. According to the deed of assignment, he transferred with the trade-mark "all stencils, stationery, electrotypes, labels and castings intended for use on the washing-machine bearing this trade-mark," and likewise a list of Globe washing-machine customers, together with the good will of the business. However, the court evidently took the view that in this instance there was no

good will to transfer. In the absence of a business there could be no good will. Similarly, it was held that the list of customers could be nothing more than a list of names, since, in the absence of a business, there could be no customers. Finally, the court held that the assignment was merely the transfer of a naked trade-mark, it being the opinion that the stencils, etc., had no other status than as means of applying the trade-mark to machines when machines should be constructed.

Why such stress is laid upon the necessity of sanctioning the assignment of a trade-mark only in connection with the transfer of the good will of the business was made clear by the Assistant Commissioner of Patents in deciding the National Chemical Company case. He expressed the belief that a paper purporting to grant a mere territorial right to the use of a trade-mark is not recordable, and said: "The primary purpose of a trade-mark is to denote ownership or origin, and if the mark is used by various persons in various localities on goods of their individual manufacture, then it fails to accomplish this purpose."

RIGHTS OF THE PUBLIC

Apropos this same question of trade-mark assignment incident to transfer of good will, Judge Van Orsdel, of the Court of Appeals of the District of Columbia, said in a recent case: "The purpose of the trade-mark law is as much for the protection of the public as for the manufacturer or dealer. The public has a right to know the origin of goods and commodities which it purchases. The public comes to recognize commodities designated by a particular mark as the product of a certain dealer and as containing certain characteristics and qualities. If the owner of a mark be permitted to sell it unaccompanied by the business by which it has become known to the trade, for use on goods of the same general class, but possessing different characteristics and qualities, one of the purposes of the law has

failed and a fraud upon the public is sanctioned."

In handing down an opinion in the Independent Baking Powder Corporation case, above mentioned, the court said in part: "In dealing with this case it is assumed that a person may legitimately own and use in his business several different trade-marks upon the same article, but it does not follow from this that a person having a dozen trade-marks can assign all of them to as many different people, authorizing each of them to manufacture and sell the identical article to which all the marks were originally applied. Such a wealth of trade-marks might be perfectly valid in the hands of one party while conducting a single business, and might continue to be valid in the hands of a third party when assigned with the good will and business with which they originated, but when scattered in the manner indicated would work nothing but confusion and fraud."

Oral assignments of trade-marks have been sanctioned by the courts in certain very exceptional instances. Having bearing on this subject was the decision of the Illinois court in the case of Leslie E. Keeley Company vs. Hargreaves, involving the verbal transfer of the formulæ, etc., for a remedy for drunkenness. In the case of Wolf Brothers & Co. vs. the Hamilton-Brown Shoe Company the decision of the Patent Office was to the effect that, whereas the law provides that assignment of every registered trade-mark and every mark for the registration of which application has been made must be by an instrument in writing, this does not prevent a party from proving the derivation of a mark from predecessors in an oral transfer of business where the mark was not registered and no application for registration had been made.

Another Soft Drink

"Grapico," a non-alcoholic beverage, made from grapes, is now being advertised extensively in the South by J. Grossman's Sons, of New Orleans. It is put up in five-cent bottles and sold through retail drug stores.

Advertising Men In Golf Tournament

Augustus K. Oliver, of Pittsburgh, won the championship last week at the tournament of the American Golf Association of Advertising Interests, held at Hot Springs, Va. He defeated Don M. Parker, of New York, 4 and 3, at 38 holes.

The championship play began Tuesday and the final round in all match play divisions finished Friday.

Eighty members entered the qualifying rounds. The summary of the final day's play follows:

Championship Thirty-six Hole.—Final—A. K. Oliver beat D. M. Parker, 4 and 3.

Second Sixteen.—J. C. Martin beat R. L. Whitton, 4 and 2.

Third Sixteen.—J. H. Appel beat F. L. Rogan, 2 and 1.

Fourth Sixteen.—Mitchell Thorsen beat Edward Rode, 6 and 4.

Defeated Eights, First Sixteen.—E. M. Hoopes beat R. R. Mamiok, 6 and 5.

Second Sixteen.—H. H. Treadwell beat A. R. Gardner, 1 up.

Third Sixteen.—R. R. Whitman beat Ralph Trier, 4 and 2.

Fourth Sixteen.—"Will" C. Isor beat Guy S. Osborn, 1 up.

"Down and Outs." First Sixteen.—A. C. G. Hammesfahrt beat W. P. Wood, 3 and 2.

Second Sixteen.—H. R. Mallinson beat A. L. Aldred, 3 and 2.

Third Sixteen.—E. F. Meyer beat F. E. Mann, 2 up.

Fourth Sixteen.—H. C. Reed beat J. F. Matteson, 2 and 1.

F. J. Ross won first prize in the handicap against bogey with a return of 5 up. F. A. Sperry was second, with 3 up.

Mrs. W. S. Bird won the women's championship, with Mrs. W. P. Wood, of Richmond, Va., as runner-up.

Officers were elected for the coming year as follows: President, R. L. Whitton, Nichols-Finn Advertising Company, Chicago; vice-president, W. B. Lasher, of the Weed Chain Tire Grip Company, Bridgeport, Conn.; secretary-treasurer, Guy S. Osborn, Chicago.

New Five Cent Cigar In Newspapers

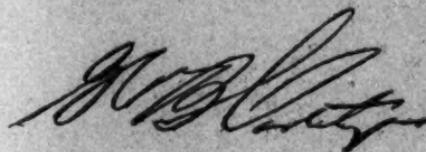
The Manchester Cigar Company, Baltimore, has started a newspaper advertising campaign on "Havana Cadets," a new five-cent cigar. It is described as a guaranteed genuine Havana filler and a genuine Sumatra wrapper. The cigars are first packed singly in a non-breakable wax-lined pouch and then wrapped in foil packages.

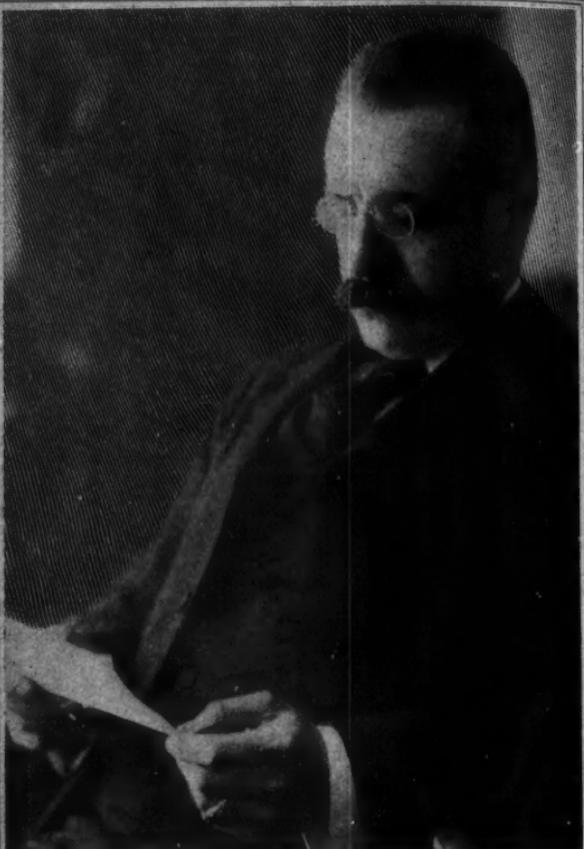
J. P. Woodruff Now With Walker-Longfellow Co.

J. P. Woodruff, formerly general manager of the Arms Pocket Book & Leather Novelty Company, Amherst, Mass., has been elected first vice-president of the Walker-Longfellow Company, Boston.



MY ACQUAINTANCE with
SYSTEM as a reader extends
over a number of years.
It is decidedly practical and help-
ful to the average business man
in his every-day affairs."





BUILDERS of AMERICAN BUSINESS

GEORGE B. CORTELYOU
**PRESIDENT OF THE CONSOLIDATED GAS COMPANY
OF NEW YORK**

NUMBER XXVIII in the series of portraits of readers of SYSTEM

How Standard Oil Trains Its Foreign Sales Force

Outline of the Methods Pursued to Fit Men for Service in the Far East — Salaries Paid While Learning—Only Three Per Cent Fail to "Stick"—From an Article in the New York "Annalist"

THE Standard Oil Company, of New York, has been selling its products in China, Sumatra, Borneo and other portions of the East for the better part of thirty years. In that time it has seen many changes of government, numerous changes in the living conditions of teeming populations, and has been forced to meet many alterations of business. First, it sold its wares to exporters in this country who, in turn, distributed their purchases among Eastern agents. This procedure grew out of date, and next the company delivered its goods direct to importers in China and the other countries. Again the evolution brought about a change and Standard Oil agencies were established in Asia, and its own men were sent into the interior to distribute oil.

Just as these changes were influenced by the need of more effective selling measures, so were the means used in selling oil influenced by the increasing difficulties of firsthand distribution. The company knew money and effort would be wasted if men were sent out from the United States who were not familiar with the goods in their charge, and who were unfamiliar with conditions they would be called upon to meet. So the school was formed and instructors selected from men who knew their business thoroughly.

INSTRUCTIONS FOR APPLICANTS FOR POSITIONS

The school is a purely business proposition, and the men have a full understanding when they enter that those who do not measure up to the required standard will be weeded out. Applicants for entrance receive a circular, which

covers the matter of training in this way:

"The Standard Oil Company of New York is at all times glad to receive applications from young men wishing to enter its service abroad, principally in the Asiatic countries and Turkey. Those accepted are given training for four months in the New York office, and if they seem to have the qualifications of success are assigned to permanent positions. Their duties will range from office work and sales management up to the organization and development of agencies.

"Owing to the nature of duties in the tropics and in partly civilized countries applications can ordinarily be considered only from Americans between the ages of 21 and 28. The Standard Oil Company of New York cannot accept responsibility of men younger than 21, and men older than 28 are not usually satisfied when placed in a class of beginners. Applicants must be unmarried, although there are no objections to marriage after two or three years' service.

"No previous business experience is necessary. Knowledge of a foreign language is desirable, but not essential. When assigned to positions, however, men are expected to learn to speak the native tongue. The opportunities for advancement are good for all college graduates, and especially so for graduates of mechanical, civil, mining, and other engineering schools and schools of commerce and accounting.

"The directors and managers of the company give talks and papers on various phases of the oil business; there are special courses and lectures, and visits to the refineries. During the progress of the class those who do not meet the requirements of the company are dropped. Every man is on trial until definitely accepted and assigned. Those accepted for positions in the Far East are given additional training there at the beginning of their work.

"No written contract of engagement or service is made, but

it is mutually understood that men assigned to work in the Far East will remain there for at least three years. They receive about two weeks' holiday each year, and at the end of three years have from four to six months' vacation with an allowance for traveling expenses to the United States. Employees in the foreign service of the company are promoted according to their ability and existing opportunities. There is no guarantee of a return to a position in the United States."

The school is unlike most others in that the students are paid \$17.50 per week from the time they enter until the course is finished, or until they are dropped. When assigned to permanent positions the salary is raised to \$2,000 a year. Compared with the pay of beginners in business in the United States, the Standard Oil men appear to get an excellent start. But, as was pointed out by an officer of the company in describing the work in the Far East, employees need to live and dress better than the natives, and the higher scale of living requires an outlay which is more comparable with costs at home than with the ordinary expenses in the country of location.

While four months is the prescribed length of the training course it is frequently considerably longer in case of students who display an aptitude for certain lines. Nor is it by any means confined to classroom work and occasional visits to refineries. After a few weeks in the class, the men are assigned to refineries of the Eastern States for actual work, and their efforts are closely watched by the authorities of the different plants. The director of classroom work, who has oversight of the men until they are through the course, receives from each two written reports a week, describing his labors and the technical knowledge he is obtaining. The reports are required for practice in writing proper English as much as for the information included.

Practice in salesmanship and of-

fice management is obtained in much the same manner. The men are distributed among domestic branches of the company, and schooled in the selling of oils under the direction of experienced agents. Those students who display especial adaptability to certain lines are given extra instruction, such as in the intricate manufacture of lubricating oils and the making of cans. The theory and practice of accounting, too, are drilled into those who elect to specialize in this work. The painstaking training of the men in particular lines is not undertaken by the company simply for the purpose of showing them how the goods are made. It is quite possible that they will find plenty of exercise of their knowledge. The making in the selling field of the tin containers of oil is an important part of the salesman's work at many interior stations of China.

Outside instructors conduct lecture courses. Some deal with the technical factors in the manufacture of different oils, others with the construction of cement warehouses, still others with proper sanitary arrangements of frontier posts in the selling territory. Men who return to the United States on furloughs are asked to appear before the class and narrate their experiences. They stand ready to answer questions from aspirants to places in the East, and bring information to the regular instructors about conditions in the regions of China, Borneo, or Turkey, where they had been occupied.

CHINESE TEXTBOOK IN PREPARATION

Realizing the value of a good working knowledge of foreign languages soon after the beginner is assigned to his field, the company has brought near completion a new textbook of Chinese sounds and characters. The purpose of the proposed instruction is to give the men a short-cut to the spoken Chinese language, a mastery of which is absolutely necessary for successful salesmanship in the interior. The book, it is said, will be a new departure from prevailing methods in studying Chinese, and the company believes that its

The Boy Wins

The trade of the average wide-a-wake growing BOY is the greatest asset an advertiser can secure.

He it is who not only buys many of his own necessities but influences to a large extent the purchases that are made for him by older folk.

Advertisers are proving this fact every day by using

The Boys' Magazine

A magazine that "rings the bell" with the boys all over this great country.

Its stories are full of snap but are clean and healthy. Its special departments are always new and give the boy something different to look forward to in each issue.

A well established publication that has for years catered to the various needs of the boy.

Circulation Guarantee 100,000

You can best make your influence felt among the boys by using their own magazine.

Write to-day for sample copies and full particulars.

The Scott F. Redfield Co. Smethport - - - Pa.

New York Office: T. R. LYLE,
Mgr., Room 959, Marbridge
Bldg., 1328 Broadway.

MEMBER AUDIT BUREAU
OF CIRCULATIONS.

men in the Far East will become proficient many weeks sooner than they have been able to in the past.

The class at 26 Broadway is constantly fluctuating in number, but is normally not permitted to exceed 40 men. When a vacancy occurs in the foreign field through promotion or otherwise application for a man to fill it is made to the director of the school. He considers the students whose training is practically finished, and here is where rare good judgment of men comes into play. The problem is to prevent "a round plug from being inserted into a square hole." The students vary greatly in temperament, and in preliminary education for a business career. Physically, there is not enough of a difference between the students to supply a problem to the instructor because a physical examination equivalent to one given applicants for life insurance is required before an applicant is accepted.

The director weighs one factor against another, and when his selection is made it is final. The men go where they are sent. The fact that not more than three per cent of those sent to the Far East fail to stick shows something of the school's efficiency, and also reflects a high degree of judgment on the part of the schoolmaster.

Electric Vehicle Companies Combine

Advertisements are being published in newspapers throughout the country announcing the consolidation of two large electric vehicle manufacturers, the Rauch & Lang Carriage Company and the Baker Motor Vehicle Company, both of Cleveland. The new company is to be known as the Baker R. & L. Company, and it will continue to manufacture the two lines as separate models. The Rauch & Lang models will remain the same, while in the Baker line the light weight coupé will be specialized.

Putnam to Manage New York "Herald's" Advertising

William H. Putnam, of the New York Tribune's advertising staff, has resigned to take charge of the New York Herald's advertising department. He joined the Tribune forces about six months ago, having previously served upon the New York American, Journal of Commerce and various New England papers.

A National Campaign on White Pine

A Real Effort on the Consumer is Begun as a Sequence to Trade Work Which Succeeded Only Moderately Well Several Years Ago — "Monographs" a New Feature

VERY soon, it is stated, a full-fledged campaign advertising white pine will be under way in a list of magazines, class and trade papers.

The consumer phase of the campaign is new. It is the element that was lacking in the sales work several years ago when the Northern Pine Manufacturers' Association tried to overcome the shrinking demand by advertising to the trade only. The results of that campaign were not very satisfactory and the world of house-builders was left to persist in its belief that all the white pine was used up, or, if some was left, that it was too expensive for ordinary mortals to use.

Then along came the campaign by the Southern Cypress Manufacturers' Association, and prospered wonderfully with its consumer appeal. The copy, rough-hewn as it was, disturbed a good many sensitive souls in and out of the lumber business. But the fundamental strength of creativity lurked in it, for cypress sprang into national favor.

The pine people haven't said that the example of the cypress campaign renewed their energies and hopes. But they have determined to try again, only this time by going straight to the layman buyer, in addition to the architect and the contractor.

The present campaign is being surrounded by a quality atmosphere, and "there's a reason." In addition to the usual style of copy along this line, there is a new merchandising touch provided by a series of bi-monthly monographs which will be prepared by Russell F. Whitehead, formerly editor of the *Architectural Record*.

The monographs will be sent to architects, not the general pub-

What Does Each Letter You Write Cost You?

On an average stationery a typewritten letter costs about five cents by the time it gets in the mail, not counting the writer's time.

Old Hampshire Bond

A letter written on Old Hampshire Bond is far above the average in looks and feel, yet it will cost only 1/10 of a cent more than the cost of letters on ordinary, non-impressive stationery.

May we send you the Old Hampshire Bond Book of Specimens—a book assembled and bound up to interest business men?

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.



The only paper makers in the world making bond paper exclusively

lic. They will deal with good architecture and will be illustrated by men best fitted to handle the various types of structures. No marked effort in these monographs will be made to push white pine. The plan is to make the papers a genuine aid to architects so they may find a place in reference libraries.

Here again the quality appeal dominates. Not only are the il-

paign. That story appeared in the issue of May 28, 1914.

The white pine manufacturers want the public to know that their product is available in all grades and in any quantity. Then price is a factor. Dealers can supply other woods at lower prices and make more money. This is one of the reasons for the quality appeal. It is emphasized in the copy that white pine is most economical when service is considered.

Mr. Whitehead, whose work in connection with the white pine publicity consists chiefly in the preparation of the bi-monthly monographs, was connected with the Southern Cypress Manufacturers' Association campaign. He believes that the sort of appeal that is being made for white pine will be more effective than the rather odd one made for cypress.

The copy was run first in May. Contracts have been made in most instances for a year. It is hoped to continue the advertising for five years. The committee in charge of the finances, representing the Northern Pine Manufacturers' Association of Minnesota, Wisconsin, and Michigan, and the Associated White Pine Manufacturers of Idaho, met



270 Years Old—and Still a Comfortable Home

For almost three centuries this unpainted house has stood exposed to the weather. Continuously occupied and still almost perfectly preserved, it offers convincing proof of the enduring qualities of

WHITE PINE

Ever since the Pilgrims landed, White Pine has been universally recognized as the wood preferred above all others in home building. And figuring value in terms of service, it is the wood chosen.

Despite an impression of scarcity, White Pine is still abundantly available today, as it always has been, in all grades and in any quantity desired. If the lumber dealers supplying your cleats are at any time unable to furnish it, we would appreciate the opportunity of being helpful to you in securing it.

Beginning June first, we shall distribute the first of a series of authoritative, illustrated technical monographs, each one devoted to a particular historical type or style of building constructed of white pine. These monographs will be published bi-monthly under the personal direction of Mr. Russell F. Whitehead, author of "The Pilgrim House in Duxbury, Mass." and "The Wings of Merlin and Caliban" and designer to representative American Architects. The subject of the first monograph is "Colonial Cottage."

If you don't live in our reach you, and you are interested in having a kindly advice Russell F. Whitehead, 1532 Merchants' Bank Building, St. Paul, Minn., who will be pleased to furnish you with this and all subsequent numbers.

Representing
The Northern Pine Manufacturers' Association of Minnesota, Wisconsin, and Michigan
and the Associated White Pine Manufacturers of Idaho

WHITE PINE BUREAU
1532 Merchants' Bank Building, St. Paul, Minn.

SUGGESTIVE OF THE LASTING QUALITY OF WHITE PINE

lustrations by prominent architectural draftsmen, but the paper on which they are printed is uncommon. The printers were selected because of their reputation for work of ultra quality.

The campaign has as one of its prime motives the task of dispelling the belief that white pine is scarce. Readers of PRINTERS' INK will remember a similar situation which confronted the black walnut manufacturers and was the reason for an advertising cam-

recently to consider an appropriation.

While not definitely decided, it is estimated that the first year's expenditure will be around \$50,000. The amounts spent in the future will be determined by developments that arise in the campaign as it progresses.

At the outset of the cypress campaign, the appropriation approximated \$30,000 to \$40,000, but later an increase was authorized.

The Woman's Magazine

Founded 1896

THE quality of a magazine's circulation is, for the purpose of advertisers, a twofold matter. First, who are the people that take the magazine? Second, what does the magazine mean to them? Or otherwise expressed, how do they use it? This latter question is frequently overlooked in analyzing circulation.

The woman who regularly takes *The Woman's Magazine* is not very different from the women who take other high-grade publications.

But the way in which she uses *The Woman's Magazine* is different. It is a sort of monthly manual for the conduct of her domestic affairs; a set of blue-prints for the structure of her daily life.

Selling goods is a practical matter. It is best done through magazines which are also practical. As for quantity, the circulation of *The Woman's Magazine* is more than 200,000 each month.

The Woman's Magazine (published by The New Idea Publishing Company), *The Designer* and *The Delineator* are bought by advertisers as The Butterick Trio — with a guaranteed net average yearly circulation of 1,400,000.

Sorting Out the Worth-while Inquiries in the Day's Mail

How Olds Motor Works Starts the
Machinery That Separates the
Chaff from the Wheat—Dealers
Are Sent the Promising Inquiries
Only After a Searching Investi-
gation

HOW best to weed out the undesirables from among the inquirers who ask for a copy of its catalogue is an important problem for every advertiser who seeks direct replies to his advertising. The Olds Motor Works tells how one manufacturer accomplishes this in a booklet issued to dealers entitled "If Sherlock Holmes Sold Automobiles."

An analysis of 233 typical Oldsmobile inquiries from consumers, taken at random from a day's mail, showed the following:

Positively worthless inquiries 52, or 23%
Inquiries of doubtful value 75, or 32%
Seemingly good inquiries 106, or 45%

The company does not consider the result of such an analysis to indicate that the mediums used are not reaching the right class of people. Admitting that there are bound to be idle inquiries, it sets to work to sift them out.

First of all, when inquiries are received they are stamped with information showing the dealer to whom they shall be assigned and the nearest place where the Oldsmobile may be seen and examined. Then, whenever possible to do so, the financial ratings from commercial-agency reports are recorded. However, it is very evident that the names of but a small percentage of inquirers will be thus rated, either because the individual is not engaged in business under his own name or because he is not in mercantile pursuits at all.

What next happens to the inquiries is thus told in the booklet:

"Highly specialized sources of information, established throughout the entire country at the cost of months of time and thousands of dollars, are now called upon for more detailed data regarding the inquirer.

"So exact and painstaking is this service, so carefully and exhaustively are the investigations carried out, that oftentimes three, four or even five cross-reports are secured on a single inquiry. These reports are then summarized, condensed into a statement of all the essential facts, and in that form transmitted to the proper dealers."

The dealers themselves have had nothing whatever to do with the investigation. If the inquirer is distinctly not worth while, the dealer does not get his name. The letters of inquiry that are eventually forwarded to him, in addition to the Information Report, have attached to them a colored printed slip, bearing one of these headings: "This inquiry is especially good"; "This inquiry calls for immediate action"; "This inquiry looks excellent. It should be followed quickly and thoroughly"; or "This inquiry may not be first class, but it should be investigated." The color of the slip serves to tell instantly what sort of an inquiry is being sent him.

Preliminary investigation of this sort not only saves the time of dealers in following up hopeless prospects, but it gives them a higher opinion of the worth of national advertising. The percentage of inquiries which they are able to turn into sales is raised, and thus they are apt to consider all inquiries with greater respect. The dealer-booklet makes this clear in the following:

"Actual results in sales by our dealers since we established this sifting process would astonish you."

"Not only in big cities, but in the small towns where the number of inquiries is naturally smaller, a few sales built on real service information derived through our system have led to others and proved to result in a substantial part of the dealer's business."

"So, you see, there is not only a saving element, but a profit element in this special service—and it goes without saying that national advertising of the Oldsmobile will be as powerful, as extensive and as interest-compelling in the future as it has ever been in the past."

The New York American

was represented in Chicago at the meeting of the Audit Bureau of Circulations, which it stands back of heart and soul because

The New York American

believes that every advertiser should know just how much circulation he is buying when he contracts to use space in any publication.

The New York American

was represented in a Chicago church on the Sunday before the formal opening of the 11th Annual Convention of the Associated Advertising Clubs of the World. The sermon preached by

The New York American

representative was regarded by all who heard it as a master effort in presenting logical reasons why the religion of the church should be applied to business.

The New York American

was represented at all of the general sessions of the Convention and was among the first to become a sustaining member, for the maximum amount, thus pledging its moral and financial support to the cause for better advertising.

The New York American

was represented in the Newspaper Departmental meetings and assisted in perfecting an organization which affiliated with the Advertising Clubs' movement.

The New York American

advertised in Chicago newspapers presenting its case to the business interests there assembled in a fair, logical way which was commented on very favorably by everybody.

The New York American

is in accord with the principles of the Associated Advertising Clubs of the World and is practicing them in a sensible way, improving conditions by persuasion rather than by persecution or prosecution.

The New York American

gives to advertisers who buy space in its columns ONE-QUARTER of the reading public of New York, and ONE-QUARTER of the entire purchasing power of New York.

NEW YORK AMERICAN
DAILY AND SUNDAY

Member Audit Bureau of Circulations.



CONTAGION

INSTEAD of reaching only the house appeal of these beautifully colored all the members of a family, because

Besides giving this invaluable element appetite appeal, colored car cards are displaying his package in its actual size.

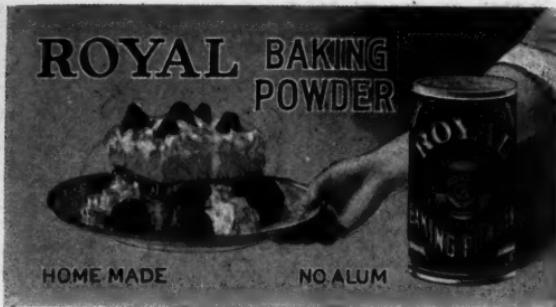
Such desire creating advertising as this helps which attracts the interested attention frequently for the longest time and a

STREET RAILWAY

CENTRAL OFFICE
First National Bank Bldg., Chicago

HOME
Candler





ON ADVERTISING

house uses the baking powder, the appetite
colored extends the advertising effect to
because everybody has an appetite.

elements in relation to advertising by the use of the
colored cards extends to an advertiser the unique advantage of
actual sales.

as they help but be successful in a medium
attention to the greatest number of people most
and at the lowest cost.

AILVERTISING CO.

WESTERN OFFICE

Humboldt Savings Bank Bldg., San Francisco





BUTCHER OR BRIDE?

A WEDDING invitation on butcher-paper would be novel, to say the least, but hardly in accord with the accepted proprieties.

STRATHMORE Quality PAPERS

Where one printing job should be as nicely formal in tone as evening dress, the next one leaves no stone unturned in search of the unusual, nor any by-path unexplored to escape the conventional. In either case, right printing strives to "do as the Romans do."

Whatever the paper you seek for whatever purpose, there is a Strathmore Paper (Book, Bond, Cover or Special) to coincide with your every need. There is a Strathmore Paper with the formality of a debutante, and still another with the joyous *insouciance* of a Parisian grisette.

How closely Strathmore Papers meet your special requirements is best demonstrated in the Strathmore Sample Books. Free on request.



STRATHMORE
PAPER CO.
MITTINEAGUE, MASS.
U. S. A.

Short-cutting the Handling of Big Lists

Methods Used by Armour & Company, National Cash Register Company, General Electric Company, Sears, Roebuck & Company and Others

By Cameron McPherson

TWO years ago the writer visited a certain advertising manager in a city not far from Cleveland. It was a big advertiser, selling a \$300 specialty direct to the consumer. The basis of its sales plan was a mailing-list of 150,000 carefully gathered prospects; a list which produced annually about \$250,000 of business, nearly one-quarter of the entire business done by the company.

Naturally the advertising manager took considerable pride in what he called his \$250,000 list. It had a special room all for itself; ten young ladies were kept constantly employed looking after it, and by dint of perpetual thought and scheming the list had been "perfected" until, to quote the advertising man's own words, "it could do anything but talk." There were colored tabs that meant certain things, colored cards that meant something else, numbers on the cards that meant something else, and places provided for every conceivable sort of information. No letter, circular or sample went out of the house, unless a notation had been made on the card; and on top of that the lists were divided and subdivided until there were something like 67 of them.

It was, to say the least, a work of art. Theoretically, it was beautiful. But from a common-sense business standpoint it was waste of money; a misuse of the advertising appropriation.

Some months ago this man resigned his position to become an executive with a big Eastern concern. He took with him a large part of his staff, with the result that his successor was left high and dry, with a highly perfected mailing-list of 150,000 names to keep up; a system so complicated that

the originator himself hardly knew how it operated. Confronted with the situation, the new manager decided to get down to the bottom of things. He looked at the problem from a new view-point: "How can I simplify it?" not "How can I make it perform another somersault?" And the outcome of his analysis was to place an order a few days ago for an entirely new equipment for the handling of this list.

DON'T MAKE THIS MISTAKE

Under the new plan six girls who used to spend their time making notations on the cards—notations which the new manager found were seldom referred to—were dispensed with. By using a figure on the card to show when the name went on the list, a saving of \$50 a week was effected, and \$2,600 a year went into other advertising. "This idea of thinking a man remembers every piece of circular matter you send him," said the new man to the writer, "is all bosh. That is where a whole lot of advertising men fall down, they can't realize that their prospects are in the same boat that they are. If they want to see how unreasonable it is to expect a man to remember all the arguments hurled at him in the past, just let him think back over his mail." As a matter of fact, it is the constant repetition of pertinent selling points—sales arguments which apply directly to the prospect—that open the way for the sale. All you need to know is how long a name has been on the list, so that it can be taken off at the proper time.

This of course calls for a uniform follow-up to each class of prospects, but be careful in classifying your prospects lest you get

tangled in the red-tape again! The average specialty advertiser left to himself will nine times out of ten classify his list vocationally. He will put all the banks in one list, all the architects in another, all the educational institutions in another. It is more than likely that such a classification will cut down the effectiveness of his list from 10 to 25 per cent, and double the cost of handling, as proved to be the case with no less an advertiser than the General Electric Company.

CLASSIFYING BY PRODUCT

Before re-organizing its mailing-list of 150,000 names this company used to maintain about 200 separate lists. It had separate lists for electrical railways, manufacturing plants, consulting electrical engineers, and so on. Then it discovered that this arrangement resulted in a big waste. All architects, for example, were not interested in the same things. One might be interested only in building illumination, while another might be able to make good use of a number of the company's catalogues. So the list was reclassified.

An investigation was made to determine what products each prospect was interested in, and then the names were indexed by number of product. For example, all names interested in motors carry a tab with the number designating a motor. If the name is interested in ten products, it carries ten tabs, the position of the tab on the address-frame automatically selecting it by product as it passes through the addressing-machine.

Sears, Roebuck & Company follow a similar plan, using a paper address-plate, a hole being punched in certain positions so that it will be selected as the list passes through the addressing-machine, which is of the paper-stencil type. When a prospect is interested in more products than can be tabbed or punched on one address-plate, two plates are used. This method of classification allows keeping the list in one big unit, and makes it possible to in-

dex it geographically or according to branch-house territory, which cannot be done so readily when the list is split up into small numbers.

SHOWING SOURCE OF LIST

Perhaps this idea of one big list might be called the tendency of the day in short-cutting the cost of keeping mailing-lists. Practically all the addressing-machine manufacturers, as well as concerns marketing list-indexing devices, recognize this. By means of new machines and devices, designed for so handling the list, it is possible to cut the maintenance routine work down to a minimum. Where once it was necessary to have the same name in several lists, it is now possible to make one card or plate do for them all.

A good illustration of this method of handling a list is the system used by the National Cash Register Company, which has a list totaling 1,500,000 names. This great list is divided into 72 divisions, a system of electric lamps being used on the addressing-machine to indicate to the operator which names to address. A metal tab in a certain position actuates a white light as it passes through the addressing-machine. The flash signals the operator that it is the name of a possible buyer; a red light means a user, and a blue light a user who ought to have more equipment. A system of various shaped and designed tabs have been worked out so that any one of the three classifications in 18 lines of business or in any one of the 18 sales districts can be addressed. At the same time the whole list can be run off, without danger of duplication, when it is desired to send out the "N. C. R. Weekly."

This method of colored lights, tabs and cards to show major classifications also makes it simple to key advertising matter. The DeLaval Separator Company, for example, uses several colored cards to denote various classifications, and then uses the same color scheme for circulars. A blue card in the list, for example, might mean a user who ought to have a

This House Organ Pays

The HARVESTER WORLD

VOL. 6

CHICAGO, MAY, 1915.

No. 5

Because it

is mailed "on time"—while the "thunder" and selling power is still in it.

That is why the International Harvester Company uses the

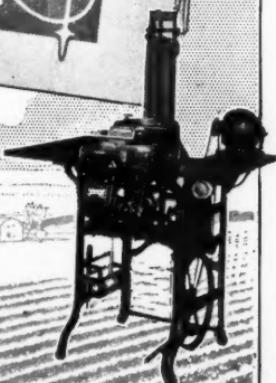
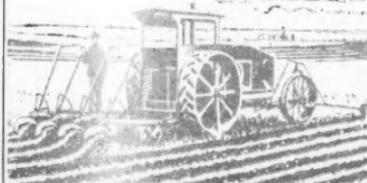
Addressograph

for addressing and maintaining its important house organ mailing list and its dealer list.

Ask Mr. Heiskell—Advertising Manager of the International Harvester Company for his opinion of the ADDRESSOGRAPH. He will be glad to give it.

The Addressograph Co.

913 West Van Buren Street
Chicago, Illinois





"The Price Lists are here, Mr. Agnew"

Properly speaking, it wasn't any bet at all, inasmuch as the new advertising manager had a sure thing and knew it. And the Boss was satisfied to lose because it was worth \$10,000 to get the new quotations out on time.

"Tut! tut!" the Boss had said. "Get fifty thousand Price Lists printed, letters typed, enclosed and mailed by Saturday—it can't be done. Printer couldn't get the paper in that time."

"Bet you ten dollars I have the Price Lists and forms in here Thursday morning," responded the A. M. He had it on the Boss because he knew of a bond paper that is always carried in stock in almost unlimited

quantities both by wholesalers and by the mill.

Ten o'clock, Thursday, the Advertising Manager inserted a ten-dollar smile into the President's office and chortled, "The Price Lists are here, Mr. Agnew."

HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

It is the combination of quality, economy and service which has made Hammermill Bond "the utility business paper" of America. It is the bond paper that combines the advantages of quality, economy, strength, 12 colors and white in Bond, Ripple or Linen Finish—it is the paper best suited to every business need. Its use frequently means a saving of 25 to 50% on the cost of paper.

Above all, you can get Hammermill Bond when you want it, for it is heavily stocked by our agents in all important business centers and there is an enormous stock at the mill and in New York City.

We publish big special portfolios to show how Hammermill Bond can be used in a Bank, a Wholesale House, a Hotel, in Schools and Department Stores, by Railroads and Insurance Companies, Mail Order Houses, Advertising Agents, Publishers, etc.

These Portfolios are full of detailed information of value to buyers of printing—sample forms, designs by Will Bradley, instructions on buying paper, etc. They are Free. Send for one, writing on your business letter-head so that we will know which one will interest you.

HAMMERMILL PAPER COMPANY
Erie, Pennsylvania

Use Hammermill Safety Paper for checks, vouchers, etc.

new cream-separator, and all circulars sent out to that classification would be on blue stock. Another manufacturer, who maintains his list on paper stencils, uses different colored stencils to show the origin of the name. For example, all the names taken from Thomas' Directory might be on green stencils, while those taken from McKittrick's might be on blue. This makes it an easy matter, when the new directories come out, to go over a list and revise it, without having to go through all the stencils. Another manufacturer using a one-unit list puts an additional check on his agent names, to separate them from his agents' customers names. He cuts the stencil for the agents in capitals, and uses upper and lower type for the customers. In this way if one should get into the mail matter of the other, the mailing-clerk would quickly catch it.

MAKING THE CIRCULAR HIT THE MARK

Another phase of handling big mailing-lists which permits of improvement, is found in the mistake so many advertisers make of failing to make the follow-up specific. As soon as the list passes the 50,000 mark, the advertiser often gets afraid of it. It is hard for him to realize that perhaps every name on the list cost him from one to ten dollars—either in its first cost, or in the amount of money invested in educational work on the name already. This means that a list of 50,000 names represents an investment of about \$250,000. To get the biggest dividends from the list it must be worked intensively. Let us see how Armour & Company do this with a list of fertilizer buyers, without adding anything to speak of to the cost of maintaining it.

As the names come in from advertising inquiries and agents, the class of each name is recorded on the address-plate by a number in the corner. For example, owners of pineapple plantations are identified by the figure "2"; "13" would mean an orange-grower; "3" a vegetable or truck farm, and so on. These numbers print with

the address, and can be seen by the girl who inserts the advertising matter in the envelopes. The figure signals her as to the kind of advertising matter to put in that envelope, and in this way the orange-grower gets literature of special interest to him, and not a lot of general statements as would be the case if one circular were issued to the whole list.

When the product is being sold on the basis of what it will do for a man, this feature of handling the follow-up is of prime importance. In fact, it is the great advantage which has turned many half-successful follow-up campaigns into record-breakers. It is one of the big little principles of classifying a prospect list so as to get the most out of it.

From the foregoing it will be seen that it is not necessary to go to a lot of expense and trouble in properly working a mailing-list of advertising inquiries. A little thought, with the advice of the representative of the company from whom you purchased your addressing-machine, will often result in the saving of no small amount of money. Improvements are always being made in equipment for handling a list of names, and an advertiser ought to keep posted on the latest developments. A dollar saved in handling the mailing-list, means a dollar that can be put to work getting business in other ways.

Kalamazoo Trophy Award at Chicago Convention

The Admen's Club of Nevada, Iowa, was awarded the "Kalamazoo Cup" at the Chicago convention of the A. A. C. of W. This cup, presented by the Kalamazoo, Mich., club, was offered for the greatest activity of a club in keeping the "pot boiling"—this being the meaning of the Indian word "Kalamazoo"—"until the scum of objectionable advertising rises to the surface and is removed." The Nevada Club has only sixteen members.

"Something-to-Do" Appoints Western Representative

William T. Diehl, Chicago, has been appointed Western representative of *Something-to-Do*, a Boston publication devoted to manual training.

How Advertising Can Help the Retailer

An Unvarnished Recital of the Problems the Merchant Is Struggling With

By Harvey R. Young

[EDITORIAL NOTE: Mr. Young, who is advertising manager of the Columbus, Ohio, *Dispatch*, has been brought into close touch with retail problems, not only as a newspaper advertising manager, but also formerly as a traveling salesman and as a clerk behind the counter. This article is a portion of an address he recently delivered.]

SO far as the problems of a small retailer are concerned, I can't see that he has any more than the big merchant. In fact, I think fewer. This is especially true of his selling organization, for the reason that personal service counts more these days than ever before. There are many customers who think more of the treatment they receive than of the value of the article purchased. Courtesy is a stock in trade that pays big dividends. It is the best oil that can be used on the machinery of life.

When it comes to meeting this present-day demand for personal service, the small dealer has a decided advantage over the big one. He and his salespeople have the opportunity to become personally acquainted with a great many of the store's patrons, thus learning their likes and dislikes, whereas in large stores things are done sort of automatically, pretty much like operating a cash register. It's almost impossible for the real men behind the gun in a big store to come into close daily touch with employees, much less the store's customers.

Salespeople are usually engaged and discharged in big stores by managers, in a cold-blooded way, and many a time a clerk who has the making of a good salesman is let out without a second thought.

While some of the big stores are doing excellent work in the training and educating of their salespeople collectively, this work, in my opinion, does not have the effect, nor does it increase the efficiency of the individual sales-

man like the *personal* instructions which the proprietor or manager of a small store can give, if he will.

The owner of a small store, being in almost hourly touch with the salespeople, can teach them all about the stock, tell them human-interest facts, where this and that article was made and how, what service it will render and to what particular class of trade it will most appeal. This will all be time well spent, because any store must first sell its own salespeople before it can expect a standard selling efficiency from them.

KEEP PESSIMISM IN THE REAR

A great fault with many small retailers is, they have little backbone. The first dull day puts them in a pessimistic mood. They lie down at the first crack of the whip and I have personally heard them go so far as to tell a prospective customer about poor business and tight money. I might add that this pessimistic talk is not always confined to small dealers, for I can cite a good-sized furniture dealer who recently had a lesson which should last him a lifetime.

He, himself, waited upon a prosperous farmer and his wife desirous of refurnishing their home. After several hundred dollars' worth of furniture had been selected and the farmer was about ready to pull out his wallet to pay for his purchase, this furniture man said, "We are glad to make this sale, you know the war has affected business here in the city—money seems tight, and it's fortunate for us merchants that you farmers have the money to buy." Mr. Farmer turned to his wife and said, "Sarah, if money is getting tight, maybe we had better wait a little while before buying this furniture"—and they did.

Now, if a small retailer has any



A Curious Collection

—a clock without hands, an elephant without a trunk, an auto without wheels, etc. You can't imagine your portfolio containing such ridiculous drawings. But were you ever guilty of producing the absurd picture of an automobile without Tire Chains in a scene of snow, mud or wet pavements?

The majority of automobiles are now equipped with Tire Chains, and to be consistent it is necessary to picture them on the tires of automobiles in scenes of snow, mud or wet pavements.

*Write us for illustrations
of Chain Equipped
Tires*

Weed Chain Tire Grip Company
Bridgeport . Connecticut

To the Motor Car and Kindred Industries

"A Few Points on Care and Adjustment of Brakes"

is the second of Mr. Richard A. Leavell's series of service articles for farm motor-car owners.

It is illustrated with photograph and line drawings, so plainly shown, so simply written that any man who drives a car—whether he is a natural mechanic or not—can understand it.

The article appears in the July issue. It is of real value to rural motorists and well worth reading by every man interested in the automobile.

Next month Mr. Leavell will discuss Steering Gears and Alignment of Wheels.

American Farming
Estab.
1906

Duane W. Gaylord, Publisher

Chicago

Paul W. Minnick, Eastern Rep.,
Marbridge Bldg., New York.

one problem greater than another, it is the buying problem.

Mercantile agencies report that over 30 per cent of the failures among small dealers are due to overbuying.

A clothing man of wide experience, representing a manufacturer in Rochester, tells me 75 per cent of the small dealers in his line are on the wrong track when it comes to buying.

I personally know some who buy from every "Tom, Dick and Harry" that is a clever talker and entertainer. A good dinner, a show or an automobile ride has often been a clincher to an order, which overstocked the buyer.

Traveling salesmen frequently load up a buyer by predicting a future scarcity in the particular styles from his house, a possible advance in price and naming stores in other towns that were playing safe by giving big orders.

This overbuying generally proves disastrous, because most of it is done weeks and months in advance of the retailers' selling season, which scarcely gets a start when the manufacturer brings out later and more novel styles and Mr. Retailer is forced to buy these newer styles, too, that he may keep his stock up to date. He is also up against the disposing of the greater part of his early purchases by a forced sacrifice sale in order to keep his stock down. If he does not give this sale, he is pretty sure to be overstocked at the end of the season.

Many small retailers, even when discovering they bought unwisely, are slow and lack the nerve to take what, sooner or later, must become a necessary loss. They hang onto passé styles and poor sellers, hoping eventually to get the original sale price, while the successful retailer considers the first loss the best loss and acts quickly in disposing of dead stock.

The retailer of changeable styles who buys right, keeps an accurate tab of the stock on hand, takes the previous year's sales as a basis of calculation and never orders more than a third of his needs for the coming season. Later on, as the new styles appear, he is

open for special offers and extra discounts, which can usually be secured from the manufacturers, especially those with a stock on hand. This enables Mr. Retailer to buy as his sales demand, and he should turn his stock from four to twelve times yearly; in some lines even more frequently.

I personally know a ladies' ready-to-wear buyer in my own town who turned his stock last year 14½ times, doing a total business of \$157,000, and he used less than \$10,000 capital.

Professor Paul Cherington, in his book, "Advertising as a Business Force," tells about an Illinois dealer doing a \$225,000 business a year on \$5,000 capital.

While we must all acknowledge that the big stores have advantages in buying, because they can frequently use a quantity at a price, and have better opportunities for comparison, we overlook the fact that the small dealer has a counter-advantage in less overhead expense, such as lost selling space taken up by reception and waiting rooms, entertainment floors, nurseries and, usually, a very expensive delivery and goods-on-approval system.

You'll find, as a rule, that five to twenty per cent of the departments in most big stores are so-called dead ones. The big stores also suffer by a frequent change of buyers, because every new buyer wants to throw out the stock bought by his predecessor and he usually does it, too, at a big loss to the house.

ERROR MADE BY MANY SMALL RETAILERS

An error often made is in considering the first cost the whole cost, by overlooking their selling and overhead expenses. I venture to say that many retailers, if asked what an article cost, will say, for instance, \$18 a dozen, \$1.50 a piece, neglecting to add their per cent of overhead expense, which for safety should be based on the selling price.

For example, if a retailer is doing a gross business of \$50,000 a year at an expense of \$10,000 then he is doing business at a cost

Canadian Campaigns

ADVERTISERS influenced in the selection of media and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undenamed publications and agencies are

A B C Members in Canada

AGRICULTURAL WEEKLIES

FARM & DAIRY . Peterborough
FARMERS' ADVOCATE London
CANADIAN FARM . Toronto

ADVERTISING AGENCIES

H. K. McCANN CO., Ltd. . Toronto
J. W. THOMPSON CO., Ltd. Toronto

DAILIES

TIMES	Moose Jaw
FREE PRESS	London
BRITISH WHIG	Kingston (also Weekly Edition)
EVENING CITIZEN .	Ottawa
HERALD & MAIL .	Halifax (also Weekly Edition)
HERALD	Calgary
EVENING PROVINCE	Regina

ILLUSTRATED WEEKLIES **CANADIAN COURIER** Toronto

Lydiatt's "What's What in Canadian Advertising" is an authoritative, convenient and comprehensive guide to merchandising and advertising in Canada. Price \$2.00. Obtainable from W. A. Lydiatt, 53 Yonge Street, Toronto.

of 20 per cent on his gross sales.

If he pays the manufacturer or jobber \$1.00 per yard for silk, he must sell it at \$1.25 to recover his net cost of doing business and the retailer who figures otherwise is a loser.

THE DISCOUNT'S VALUE

Last, but not least by any means in buying, is the retailer's neglect to take cash discounts. I am told that not over 15 per cent of the small shoe dealers and less than 40 per cent of the clothing dealers take advantage of discounts, and I personally know there are some good-sized stores, too, which fail to do it.

Retailers neglecting to take the discount must be either operating on a bluff or they do not realize what a high price they are paying for the privilege of taking full time on invoices.

For instance:

Take an invoice of \$1,000, thirty days net, two per cent for cash in ten days. If the buyer pays in ten days, he receives \$20 cash discount, which, in effect, is the interest the wholesaler pays him for the use of the \$1,000 for twenty days unexpired time. This is at the rate of about 36 per cent per annum.

The value of discounting bills does not lie only in the amount saved, but in the prestige which comes from gaining a reputation as a firm which discounts its bills. Manufacturers and wholesalers are inclined to save their special offerings for gilt-edge accounts of this kind.

Show windows are almost a necessary adjunct to a successful retail business, particularly if a ground-floor rent is being paid.

A properly trimmed show window is not only a sales maker, but a prestige creator. It's one of two parts of a retailer's selling organization which "works while he sleeps."

To get a fair estimate of the value of show windows in a retail business, just ask some successful merchant paying \$10,000 a year rent if he will renew the lease for \$3,000 without the use of the show windows, and he

will tell you no, mighty quick.

Selling tests have shown an increase of over 50 per cent when the advertising and the merchandise appeared simultaneously in the paper and the show windows.

A great handicap to the small store is the fact that many of them put the work of dressing the windows up to some employee to be done "on the side." Nine times out of ten he is a clerk who objects to working an hour overtime, hence the show windows are usually changed during the busiest hours of the day, when the streets are crowded with shoppers, whereas as these changes should be made over night, ready for business by 9.30 in the morning, before many shoppers are on the street.

Changing show windows when the street is crowded with shoppers, to my mind, is pretty much like taking off duty the highest salaried salespeople when the store is full of customers.

Frequently the man selected in the small store to do the window dressing is not thoroughly posted on the merchandise and does not know what particular articles or styles will give the store the greatest prestige or produce the most profitable sales. Under such circumstances, the merchant himself, or the salesman most familiar with the store's selling necessity and the buying demand, should assist in making selections of merchandise to be displayed.

A retailer neglecting to give proper attention to his show windows just because they are small hasn't any better excuse than he who neglects his advertising because of a small space. Many times I have seen retailers with small windows draw the crowd from the big department store front, by using a demonstrator or mechanical movement of some kind to attract the eye. This always attracts far more than the most artistic display or the use of lifeless models.

The interior displays should follow the show window, and that old saying, "It takes the outside and the inside to make both sides" can well be applied to every retail business.

The ARCHITECTURAL RECORD for July (just published) has a total circulation of 17,000 and carries 180 pages net of building material advertising, with 192 pages of text matter; altogether the biggest and best number of any architectural paper ever published.

This wonderful accomplishment at this time, is due in part to the recognition given the ARCHITECTURAL RECORD by Graham, Burnham & Co., architects, who selected the ARCHITECTURAL RECORD, July, 1915, issue, to present to the architectural and building world a printed record of the work of the master architect, the late Daniel H. Burnham.

Our 270 advertisers helped complete the Burnham story, by recording in their advertisements, instances and circumstances where they have carried out the plans and specifications of Mr. Burnham and his associates.

Regularly for twenty-four years, the ARCHITECTURAL RECORD has published a record of architectural accomplishments and world-wide tendencies in architecture. Our readers are architects, consulting engineers, builders and those of the general public who own buildings of good architectural design.

The average circulation of the ARCHITECTURAL RECORD is 11,000 copies monthly;—the printed page is standard magazine size;—the rates are \$62.50 for a full page and \$37.50 for a half page, on yearly contract. For single insertions the rates are \$75 for a full page and \$45 for a half page.

THE ARCHITECTURAL RECORD

119 WEST 40TH STREET
NEW YORK CITY

Members Audit Bureau of Circulations.

Kelly-Springfield
the last word in
TIRES.
WALKER & CO.

HAND MADE

"Like Kelly Did"

"HAS ANYBODY HERE SEEN KELLY"

POSSIBLY no one in Detroit has yet seen the immortal Kelly from the Emerald Isle, but since April 1st, 1915, over twenty million people have seen the KELLY-SPRINGFIELD TIRE whirling full tilt on the roof of the Elmer Building facing the Campus Martius.

The sign as illustrated here describes the name and merits of what is admitted to be the motorist's best friend.

Operated and maintained by

WALKER & CO.

OUTDOOR ADVERTISING

Poster, Painted Bulletin and Electric Displays

DETROIT

MICHIGAN

Nothing causes more depression upon the buying tendencies of a customer than to be tempted inside by an attractive window display only to find a gloomy store, with everything topsy-turvy.

Almost any article can be presented so that it shows to an advantage, and when it is not, the sale of that article is handicapped. A necklace hung from a hook or a nail does not look half as attractive as it would in a leather, plush, or metal case, properly displayed.

A bed taken apart is worth fully 25 per cent less in the buyer's estimation than when it's up ready for use—no matter what you're selling, you must first appeal to the prospective customer's eye to interest him.

SHOW CARDS AS AN ATTENTION-GETTER

I find a large number of small advertisers seem to be overlooking the merits of interior and show-window cards. Very often you will see sales advertised in spread-eagle style, yet you will find by visiting the store advertising in this manner that things are going along, both inside and out, just the same and with no more enthusiasm or action than if nothing unusual had been advertised.

The use of attractive show cards catches the customer's eye who may or may not have read the advertisement. Customers responding to advertised sales are frequently compelled to cross-examine clerks in order to learn what should have been on display cards in a conspicuous place. The card in front of the prospective purchaser is a powerful reminder at the psychological moment.

As a result of neglect to use show cards and to post the sales-people on what has been advertised, I want to relate a personal experience.

An average-size retailer himself placed a half-page advertisement in the papers to announce a closing-out sale of all refrigerators. About 9 A.M. on day of sale I dropped into this store and asked the first clerk I met how the big

closing-out sale of refrigerators was going on, and his reply was "What sale?" I proceeded to explain about the advertisement, and this bright individual calling himself a salesman scratched his head and said, "Why there was a man and woman just in here and asked me if this was the place where they were having a closing-out sale on refrigerators and I told them no."

This may seem so ridiculous to many of you that I will not become offended if you challenge my veracity. Nevertheless, this was a true experience, and no doubt this merchant is wondering why advertising doesn't pay.

It is useless for any man to lay out a fixed set of rules profitable for all retailers to follow, as there are many stores, catering to the most exclusive trade, which object to the use of show cards. A high-class haberdasher in Columbus tells me he does not want a lot of show cards in his place making it look like a shooting gallery—and no doubt he is right. This may also apply to jewelers, tailors and specialty shops catering to an exclusive trade.

Out of six exclusive haberdashers, three in New York and three in Chicago, I find that only one of them uses show cards on merchandise in the windows.

I know of a large department store which discontinued placing prices on merchandise in the show windows, and the advertising director of this store tells me more people than ever before come in and ask to see certain goods in the windows. When he was using prices there was a tendency for managers of departments to select what they called a bargain to be displayed, and now they make it a point to select the most artistic and attractive merchandise, hence this store is using its show windows as prestige creators and its advertising as sales producers. Personally, I favor the use of show cards and price tickets, nine times out of ten.

The fullest efficiency of what little advertising appropriation the small dealer's business justifies is

very often destroyed by his scattering it broadcast—using every publication, programme and scheme presented.

While most every publication has, and always will have, a score of small ads to one large, and they are read by many people too, yet my experience has convinced me that an eight-inch advertisement in the one best paper will bring more returns than a two-inch ad in four papers. Where an appropriation is limited, it is always a better investment to concentrate.

The small dealer may think he is wise in following the usual department-store policy of being represented in every medium, but he utterly fails to copy the big stores when it comes to investing as much for advertising in proportion to his sales.

System's investigators secured figures on the advertising expenditures of over a thousand stores in all sections of the country, and found that 4.01 per cent was the average ratio of advertising to sales in department stores.

Averages brought out in this same investigation for smaller stores were as follows:

Grocery stores	.83%
Hardware stores	1.12%
Variety stores	1.22%
Shoe stores	1.65%
Dry-goods stores	1.67%
Drug stores	1.76%
Furniture stores	2.72%
Jewelry stores	2.85%
Clothing stores	3.16%

If there is any doubt in your mind about the correctness of the percentages quoted, just take a rule and measure the space used by department stores to advertise toilet goods and compare it to the space used by the average drug store. Try the same thing with shoes, gloves, hosiery, corsets or millinery—invariably you'll find the big stores use more space in proportion.

No ironclad rule, however, can be established for determining advertising appropriations. Local competitive conditions, a store's location and similar circumstances are bound to make the advertising appropriation of different stores vary in volume.

It has frequently cost \$100 to sell a piano, \$500 to sell an auto-

mobile. It also requires a greater appropriation, in proportion, to open a new store than to advertise an established business.

Brill Bros., when they opened one of their stores, appropriated for advertising almost as much as they hoped the total business would be for the first year, and the success of the Brill Bros. business is pretty well known to every New Yorker.

Richman Bros., of Cleveland, did a \$600,000 business last year, selling nothing but \$10 clothing for men. Just ask any man from the Sixth City how they did it.

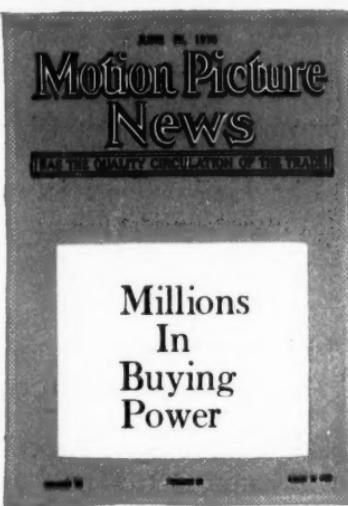
It is said that over 10,000,000 women in this country shop daily, 90 per cent of whom are influenced through advertising to buy a certain article or go to a certain store, hence when a small dealer tells you that advertising doesn't pay, you will find, nine times out of ten, that not only his advertising but his store methods are faulty. He is, very likely, a spasmodic advertiser, skipping from one medium to another. He is operating without any particular plan or policy. In short, he is a hot and cold proposition, pretty much like the old rooster in the snow, standing first on one foot, then on the other trying to avoid getting cold feet, where if he used both feet at the same time, he would get to some place where there wasn't any snow.

In a nutshell, the only difference I can see between the small and large retailer is one or all of three things—*Brains*, *Progressiveness*, *Capital*. When a man has the first two, he is pretty sure to get the latter. If the small dealer will only get out of his shell one or two times a year—take a trip and see what's doing elsewhere in his line, then come back home and be alive to his opportunities, know what, when, where and how much to buy, have a selling and advertising policy and a complete statement before him each morning of the previous day's business, showing his gain or loss, I am pretty sure he will have fewer problems of the small dealer to solve, because he will have become a big dealer himself.

A New and Wonderfully Fertile Field for Your Product

Do You Make:

BRASS GOODS—BUILDING MATERIAL—CURTAINS—DISINFECTANTS—ELECTRICAL EQUIPMENT—ESCALATORS—FANS—FIRE EXTINGUISHERS—GAS ENGINES—INTERIOR TELEPHONES—HEATING PLANTS—MUSICAL INSTRUMENTS—PAINT—PREMIUMS—SEATS—SEAT COVERING—UNIFORMS—VACUUM CLEANERS—VENTILATING SYSTEMS OR ANY DEVICE, FURNISHING OR EQUIPMENT FOR A FINE THEATRE!



Then you can sell your product to motion picture theatres. Here's a practically uncultivated field, with no business stagnation. The inflow of cash at the picture theatre window makes the picture industry rank *fifth* today.

Approximately 14,000 picture theatres in the country—half of them remodeling, and new and greater ones—some costing \$1,000,000—going up every day.

They want to know about your product—every one of them.

Our Service Department gets inquiries every day.

THE UTLEY COMPANY
Mechanical Decorators

Holyoke, Mass., June 2, 1915.

"Motion Picture News,"
New York City.

Gentlemen:

We thought you would be pleased to know that we had a great many answers to our advertising. Many more from the "News" than from any other magazine, and we wish to compliment you on the attention you have given our work.

Yours very truly,

THE UTLEY COMPANY.
LEWIS S. UTLEY.

Our Service Department is primed with information.

Let us show you *facts*.

\$60.00 per page for a sworn to 10,000 circulation.

MOTION PICTURE NEWS, 220 W. 42d Street, N. Y.

Reaching Women

If you want to tell your story to women consider these facts about The Chicago Daily News:

The Daily News is an evening newspaper, and is brought home to the wife at night instead of being taken away from her in the morning.

The Daily News has a larger circulation in Chicago, and a larger *home delivered* circulation, than any other newspaper.

The Daily News is read in more well-to-do homes in Chicago than any other newspaper. (Our house-to-house canvass of Chicago proves this.)

The Daily News prints over a million lines more dry goods and department store advertising every year six days a week than any other Chicago newspaper prints in seven days. (Department store advertising is directed to women.)

The Daily News prints more musical instrument advertising (pianos and talking machines) six days a week than any other Chicago newspaper prints in seven days. (Pianos, victrolas, pianolas, etc., are bought by women, and well-to-do women.)

The Daily News offers you an opportunity to tell more Chicago women about *your* goods than any other newspaper.*

The Chicago Daily News

Over 400,000 a Day

*Don't forget that The Daily News is also the leading market place for men. It prints more advertising of the three largest stores selling men's clothing exclusively, in six days than any other Chicago paper prints in seven days.

Strong Court Opinion Upholds P. I. Statute

Cincinnati Judge Declares the Ohio Law Constitutional—Proper Legislation to Protect the Public Against Fraud—The "Knowingly" Contention Disposed of—Extracts from the Opinion

THE PRINTERS' INK Model Statute, as passed in Ohio, has been upheld in a comprehensive opinion, by Judge Alexander, of the Municipal Court at Cincinnati. The following extracts from the opinion cover the main points alleged against the constitutionality of the law. The case was known as the State of Ohio vs. Charles Shaengold, and involved three separate actions. The defense asked that the case be dismissed on the ground that the law was unconstitutional. In overruling the motion, Judge Alexander said, in part:

"It is claimed by defendant that in the passage of this act, the Legislature of Ohio is seeking to enter a field of social conduct which has always been felt to be outside the sphere of civil law, in other words the legislature wishes to enter the ethical field and become the censor of business morals. While the court recognizes an ever-increasing tendency of our legislatures to circumscribe and limit the activities and even some of the liberties of the individual, yet our courts have held that laws providing for the detection and prevention of imposition and fraud, as a general proposition, are free from constitutional objection and are a valid exercise of the police power of the state, and this is not without reason. Our society is gradually becoming more complex and interdependent so that the legislature is constantly extending the police power to reach those persons and things which the evolution of time, and the necessities of constantly changing social economic conditions bring forth and whenever some new evil or practice seriously manifests itself which is not already covered by statute, the leg-

islature in its wisdom enacts legislation to reach the same. Since it is the duty of courts to so construe doubtful statutes as to give effect to the purpose of the legislature, they cannot in case of a statute whose provisions are not ambiguous, defeat its purpose by construction, unless it clearly appear that the law is in direct conflict with inhibitions of the constitution.

"Advertising having come to be considered as a necessary part of a merchant's business, the legislature, in the opinion of the court, had a right to pass laws for the purpose of keeping it clean, and no honest man, be he seller or buyer, ought to complain. Laws providing for the detection and prevention of imposition and fraud, as a general proposition, are free from constitutional objection, and this law in question comes under this head.

"This law in question does not single out any particular class of advertisers, but applies generally to all advertisers. The evil aimed at is the possibility of alluring or enticing an unsuspecting public into the merchant's place of business, who, being unfamiliar with the quality of the goods, solely relying on the truth of the advertisement, become easy victims of an unscrupulous merchant. Fake advertisement is the evil which the legislature sought to regulate, and because this law does not extend to false statements made orally by the merchant or his agents, is no reason for saying that the legislature acted unreasonably and arbitrarily.

WHERE LEGITIMATE "PUFFING" STOPS

"Defendant stoutly maintains that at most the advertisements in question simply constituted the puffing of defendant's wares which he had for sale. Puffing or dealer's talk has been a trade custom or usage ever since merchants began to make extensive use of the advertising columns of our newspapers or magazines. Puffing seems to have at all times been considered legitimate and ethical, and defendant cites recent adver-

tisements of local merchants offering \$1.35 book values for 25 cents; \$3.00 slippers for \$1.00; \$15 suits for \$8.90, etc.; but there is a vast distinction between exaggerating the value or comparative quality and efficiency of an article and that of falsely misrepresenting such article. There is a distinct difference between advertising 'The best table you have ever bought for \$25, worth \$40,' and that of advertising 'Solid mahogany table for \$25,' when, in truth and in fact, it is imitation mahogany. The first is simply elaborating upon a literal truth and is considered merely as the dealer's opinion of the merits of his wares; the latter an absolute falsehood. There is a distinct line of demarcation between a comparative or superlative truth and a plain, unvarnished lie.

"GUILTY KNOWLEDGE" NOT ESSENTIAL

"Defendant claims that this statute is unconstitutional because there is no *scienter* in said statute; also because the affidavits upon which these proceedings are based aver no *scienter*.

"As a general rule, guilty knowledge or intent is an essential in crime at the common law, and also in statutory crime, but not always. There are many cases, in statutes providing police regulations making certain acts penal, where this element is wholly disregarded.

"The leading case in Ohio in support of this view is State vs. Kelly, 54 Ohio State 166, involving the construction of the 'pure food' statutes, being an act to provide against the adulteration of food and drugs.

"In rendering his opinion in this case Judge Shauck, on page 178, says:

"The act does not in terms require, to constitute an offense against its provisions, that the adulterated article of food shall be sold to be used by the purchaser as human food. Nor does it in terms require, as an element of the offense, knowledge of the fact that the article is adulterated, or provide that a want of such knowledge, shall constitute a defense. Both conclusions stated in the decision of the Court of Common Pleas, are therefore wrong, unless they are justifiable inferences from

the purpose and indicated policy of the act.

"The act is not a provision for the punishment of those who sell adulterated food or drugs, because of any supposed turpitude prompting such sales or indicated by them. Its purpose is indicated by its title. It is 'an act to provide against the adulteration of food and drugs.' It is a plan devised by the General Assembly to protect the public against the hurtful consequences of the sales of adulterated food and drugs, those consequences being in no degree increased by the vendor's knowledge, or diminished by his ignorance of the adulteration of the articles which he offers for sale.

"And again, on page 179, he says:

"If this statute had imposed upon the state the burden of providing the purpose of the vendor in selling an article of food or his knowledge of its adulteration, it would thereby have defeated its declared purpose.

* "And, in concluding his opinion, on page 180 he says:

"In the enactment of this statute it was the evident purpose of the General Assembly to protect the public against the harmful consequences of the sales of adulterated food and drugs, and, to the end that its purpose might not be defeated, to require the seller at his peril to know that the article which he offers for sale is not adulterated, or to demand from those of whom he purchased indemnity against the penalties that may be imposed upon him because of their concealment of the adulteration of the articles.

"The reasoning in the Kelly case is applicable in the cases at bar. The purpose of the act in question in this case is indicated by its title. It is an act to provide against fraudulent advertising. The act was intended for the protection of the public; it was not enacted because of any assumption of turpitude on the part of the seller. In the opinion of the court the cases at bar come squarely within the rule laid down by Judge Shauck in the Kelly case. The Kelly case is still considered good law in Ohio. Under the act in question no hardship is inflicted upon anyone, nor is anyone required to do an impossible thing."

Victor H. Young Joins Frowert Agency

Victor H. Young, formerly with the agency of Frank Seaman, Inc., has joined the Percival K. Frowert Company, Inc., New York.

Home Life

There's the whole story in two words—home life is what counts most with you, most with real folks everywhere.

Home life is richly developed in the small towns and the country, for there people have time to live.

Home Life, the home life magazine, has made good for many. It will make good for any advertiser who sells anything to home folks.

Father

[This is the way I sign my editorials]
for my readers so I guess it's good
enough for advertisers.

Chicago

July 3, 1915

Big Markets for Many Lines of Goods

South America Is Running Short of Stocks, and Is Particularly in Need of Shelf Hardware — France Described As Being Ready to Buy Many Things of American Firms

IN a recent issue of the *New York Times*, J. A. Massel, a special agent of the Department of Commerce, was quoted on trade opportunities which he investigated during a five months' investigation in South American countries.

The investigator found a rich market for machines and tools. He declared that price was not the chief consideration, but that if a product were superior in value it would find a ready sale. He declared that the textile manufacturers of Peru were eager to find devices which would save labor in their mills.

In Chile there is a market for mining and agricultural machinery. The market has been dominated by English and German firms. The Germans have been particularly strong in controlling the trade in electrical devices. In Bolivia machinery is purchased through Peru or Chile, but the investigator believes live salesmen could get the Bolivian business direct.

Another agent of the Department of Commerce, S. S. Brill, found a big opportunity for the manufacturer of shelf hardware to get trade in South America. The merchants had been curtailing their stocks before the war because of hard times. Large orders had been placed with English and German firms just before the declaration of hostilities, but they were cancelled.

In 1913 there was \$24,000,000 worth of light hardware imported by South America. The United States supplied 17 per cent of that total.

Mr. Brill brought back with him more than 300 samples, catalogues and price-lists of the kind of shelf hardware sold by Euro-

pean manufacturers. The collection is on exhibition in Room 409 of the New York Custom House.

Lincoln Eyre, writing for a recent issue of the *New York World*, predicts the opening up of a big market for American goods in France. The need of sending alert representatives to France is emphasized.

It is stated that already a tariff wall is being considered so Germany and Austria may be barred from trade with France after the war.

The writer suggested the alliance of manufacturers to sell to the French at the lowest cost. The plausibility of having one man sell shaving-brushes, hair-brushes, soap, toilet articles and the like is discussed.

Immense purchases of railroad supplies will be made. Rawhide and machinery, formerly purchased in greatest quantities from Germany, must now come from the United States which has been second in that classification.

A long range of articles which will be needed, from cork legs to motor trucks, was enumerated by the writer. The need of having live men on the ground was brought out clearly. It was stated that among the French the personal equation is important.

Throughout the article the importance of having American firms represented by Americans is emphasized. Experiences in the past which have been unfavorable are attributed to the neglect of this point. The representatives should have a good knowledge of business in general, and should be progressive and preferably young. High-salaried experts are not necessary, it is stated.

AMERICAN REPRESENTATIVES NEEDED

A former New Yorker who now has charge of a sulphur refinery in Marseilles in speaking of the success of his concern, a branch of the Union Sulphur Company of New York, remarked:

"There is nothing remarkable in what we have been able to do here. Any American with a fair knowledge of business methods, a good

(Continued on page 77)



The Price of Progress

THE Panama Canal stands as one of the most marvelous achievements of the age. Into its construction went not only the highest engineering skill, but the best business brains of the nation, backed by hundreds of millions of dollars.

Suppose conditions not to be foreseen made it necessary to replace the present canal with a new and larger waterway of the sea-level type, to be built in the next ten years.

Also suppose that this new canal would be the means of a great saving in time and money to the canal-using public, because of the rapid progress in canal engineering.

This sounds improbable; yet it illustrates exactly what has happened in the development of the telephone, and what certainly will happen again.

Increasing demands upon the telephone system, calling for more

extended and better service, forced removal of every part of the plant not equal to these demands. Switchboards, cables, wires and the telephone instrument itself were changed time and again, as fast as the advancing art of the telephone could improve them.

It was practical to do all this because it greatly increased the capacity of the plant, reduced service rates and added subscribers by the hundred thousand.

In ten years, the telephone plant of the Bell System has been rebuilt and renewed, piece by piece, at an expense exceeding the cost of the Canal.

Thus the Bell System is kept at the highest point of efficiency, always apace with the telephone requirements of the public. And the usefulness of the telephone has been extended to all the people.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

Boston Globe First In Total Advertising

566,810 Lines More Than Second Paper
 1,279,522 Lines More Than Third Paper
 2,117,632 Lines More Than Fourth Paper

The total lines of advertising printed in the Boston paper (having Daily and Sunday Editions) for the six months ending June 30 was:

GLOBE	4,322,632 Lines
Second Paper	3,765,822 Lines
Third Paper	3,043,110 Lines
Fourth Paper	2,205,000 Lines

(The above totals include all kinds of advertising)

AUTOMOBILE

Lines of Automobile Advertising printed Jan. 1 to June 30 inclusive; (display and classified):

GLOBE	432,400 Lines
Second Paper	232,791 Lines
Third Paper	190,358 Lines
Fourth Paper	100,400 Lines

CLASSIFIED

Total number of Want and Classified advts printed Jan. 1 to June 30 inclusive:

GLOBE	274,439 Ads
Second Paper	130,493 Ads
Third Paper	53,651 Ads
Fourth Paper	46,669 Ads

The Globe, always a tremendous result-producer for advertising, offers today—Daily and Sunday—a better medium than ever before in its history. Want Advts—Classified Advts—Store Advts—General Advts—remember, the Globe offers the best medium in New England for all kinds of advertising.

Net Circulation of Boston Daily and Sunday
Globe Shows Substantial Increase
Over One Year Ago

Daily Gain . . . 26,615 Copies
Sunday Gain 14,211 Copies

BOSTON DAILY GLOBE

MAY, 1915

Net Paid	227,815
Unpaid	4,254
<hr/>	<hr/>
Total Net	232,069

MAY, 1914

Net Paid	201,211
Unpaid	4,243
<hr/>	<hr/>
Total Net	205,454

BOSTON SUNDAY GLOBE

MAY, 1915

Net Paid	290,283
Unpaid	2,893
<hr/>	<hr/>
Total Net	293,176

MAY, 1914

Net Paid	276,740
Unpaid	2,225
<hr/>	<hr/>
Total Net	278,965

To get your share of the trade of Daily and Sunday Globe
readers (the best clientéle in New England), use liberal
space in its columns.

Praise from Sir Hubert!

S. WILBUR CORMAN

General Manager N. W. Ayer & Son
says:

"The first plank of my platform is that newspapers constitute the greatest form of advertising media . . ."

"The house that I have the pleasure of representing does a very large business with the newspapers, and is successfully conducting many sectional campaigns. I believe we will see more national advertising in newspapers, simply because all logic and all sanity and all experience are behind the newspapers as the ideal advertising medium for everything from the five-cent soda-cracker to the

five thousand-dollar automobile, and because I believe that the newspapers are beginning to start to see the national advertisers' side of the case."

"The American newspaper owes its strength to its Local sufficiency. It is the palladium of Local interests. It is the reflector of Local sentiment. It is the stimulator of Local enterprise. It is the booster of Local talent. It is the recorder of Local endeavor. It is the herald of Local ambition. All these things it is, should be and will continue to be . . ."—PRINTERS' INK, June 24, 1915.

THE HOME DAILY NEWSPAPERS OF NEW ENGLAND

invite advertisers to try their first sectional campaign in New England which will prove the truths asserted above. The section is ideal for trial campaigns as its

people are well-to-do, receptive to advertising, quick to embrace a good thing, and the home dailies have the confidence of their readers.

These 12 cities and their Local dailies may be used with profit.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,068, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 24,626.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 7,000.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 78,144, with suburbs 100,000.

PORLTAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

temper, and who is 'on the level' could do the same thing. But my experiences have shown me very conclusively that American firms who want to enter the French market must be represented by Americans."

The work of repairing the French railroads is under way. An English firm recently was given an order for 100 steel bridges. Further orders for rails, rolling stock, and the like, are expected.

The great number of artificial limbs that will be needed is noted. The necessity of having representatives on the ground to see that the limbs fit is pointed out, however. American artificial limbs already have a high reputation in France, according to the writer.

These investigations point the way for the manufacturer looking for export opportunities. The openings are there evidently, but the reports tend to show that the goods must fit the need and that representatives must be chosen carefully.

Five- and Ten-cent Chain Invades Financial District

An instance of a chain-store system invading, for what it is considered to be a suitable location, a district in which at first sight there appears to be a scant nourishment for similar business, was afforded recently when the F. W. Woolworth Company took a long-term lease on two stores covering the ground floor of 21-23 Maiden Lane, New York. These premises were formerly occupied by the Gorham Company, and are in the heart of the jewelry and just above the financial district of down-town New York. The company will open a five- and ten-cent store there. Twenty thousand people are said to pass the store on business days between eight o'clock in the morning and six at night, while almost as many more pass on the south side of the street.

Prizes for Plans to Distribute Advertising

At the Toronto convention of the A. A. C. of W., held in June, 1914, prizes were offered by George G. Greenburg, president of the Greenduck Company, Chicago, for the best plans for the distribution of advertising specialties. The competition closes August 21. Information may be obtained from the National Association of Advertising Specialty Manufacturers, or the contest committee, of which Theo. R. Gerlach, Joliet, Ill., is chairman.

Business Hums Along in Portland, Maine EVEN IN SUMMER

The summer population of greater Portland is 75 per cent. greater than in the winter.

From all over the country come the summer visitors to beautiful Portland, her summer resorts and nearby islands. These people all trade more or less with Portland retail stores, so for many of Portland retailers there are no dull summer months.

One local retailer stocks its fall dress goods in August mostly on account of the summer trade.

Portland is Maine's largest and wealthiest city and the jobbing centre of Maine. It would be profitable to you to run a summer campaign in the

EVENING EXPRESS

This is the only afternoon daily and it covers Portland and its suburbs, being the favorite of the regular residents and by them recommended to the summer visitors. The EXPRESS leads in all lines of business as well as in circulation.

JULIUS MATHEWS, Representative



GATEWAYS

ORNAMENTAL gateways give an undeniably dignity and air of exclusiveness to a place, that to most of us, is distinctly desirable. In our catalog we show an unusually large assortment of designs, from the simplest to the most elaborate. But mostly the simpler ones. Fences are there to go with them; both in wire and iron. You will be interested in seeing the unclimbable fences that effectively police property. We have a notion you will find in it, pretty close to the fence or gateway you want. The prices will encou a you. Send for this catalog.

**ENTERPRISE
IRON WORKS**
2428 Yandes St., Indianapolis, Ind.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 8, 1915

The Policy of the Trade Commission Chairman Joseph E. Davies, of the Federal Trade Commission, delivered to the business men assembled at the Chicago convention, and it is borne out by the Commission's published rules of procedure. That the Trade Commission is disposed to act as an arbiter rather than a prosecutor, is good news to all concerned. "Business men to-day do not desire to intentionally disobey the law," said Mr. Davies. "A common understanding of the facts, arrived at through full and frank conference of persons complained of with the Commission, may frequently result in the stopping of the alleged unfair practices more expeditiously than would lengthy legalistic procedure."

When the law providing for the Commission was passed, we felt, in common with many business men, that much would depend upon the spirit in which it tackled its work. The Chairman has now

announced its policy to arrive at "a common understanding of the facts," and to save business men, so far as is possible, from the trials and tribulations of court procedure. And it intends to do that by getting *all* the facts; not merely those facts which go to bolster up one side of the case.

We rather imagine that a good many cases which have dragged their weary length through court after court, resulting in nothing but trouble and expense for both parties, might have been quite amicably disposed of at the start, if the contestants could only have gotten together in conference. Our competitor over the way is only too likely to appear in the guise of a ravening wolf when we meet him only by proxy, through his lawyers or his over-zealous sales force. When we meet him face to face, however, we find that he too is human, with a point of view that is not altogether at variance with our own. Very few business men intend, deliberately and maliciously, to compete unfairly. Those that do must be summarily dealt with; but the great majority can be reached by gentler methods.

We know a number of lawyers who measure their success by the number of cases they keep from getting into the courts. Business men may be inclined to appraise the value of the Trade Commission on the same basis.

Advertising for Business Permanence

When we read of the death of a man who was at the head of a large business, we instinctively wonder what the effect will be upon the business; will it continue to grow under new leadership, or will it drop back into obscurity? Certain names well known among advertising men readily suggest themselves—Richard W. Sears, Edward Tilden, C. W. Post, and more recently, Herbert D. Shivers and Elbert Hubbard. What of the institutions they were active in establishing? Will the consuming public notice a difference? Can the organizations

they left behind continue to live up to their standards? In short, with a new personality in the president's chair, will the business continue to be the same business which a multitude of common, everyday people have endowed with their good will?

Those are questions which every business must sooner or later answer, whether it is a billion-dollar corporation or a corner grocery. Consciously or unconsciously, every executive is helping to determine the answer in almost every act of his business life. It is not a matter of training subordinates to go through the motions of an efficient routine; nor of establishing policies or standards of practice; competitors may build as efficient organizations, and adhere to as high standards. Above all, it is not a matter of impressing one's *personality* upon the business. The business must be given a character of its own, which is still recognizable after the human personality is removed.

That, it seems to us, is the main thing: to give the business itself a character, and to reflect that character to all with whom the business comes in contact, both within and without. No competitor can duplicate that character any more than it can duplicate an individual personality; but the personality is necessarily mortal, while the corporate business may go on indefinitely. An extremely pertinent illustration of that fact is found in William Allen White's tribute to Col. W. R. Nelson, of the Kansas City *Star*, in a recent issue of *Collier's*. Speaking of the distinction between the personality of Col. Nelson, and the character of his newspaper, Mr. White says:

"Perhaps one reason for this seeming duality of characters arose in the fact that he never wrote for the *Star*. Certainly no other editor ever pressed his own dominant personality into a paper more completely than Mr. Nelson put his vigorous personality into the *Star*. But the equation of his personality never got into the *Star* through any peculiarity of his literary style.

"Mr. Nelson thought he was not a writer. He never put his pencil to paper. He called one of his editors or reporters—he referred to all of his writers as reporters—talked the matter in hand over, and the article, whether it was a news story or an editorial, appeared to run through the mental machinery of the writer. Often some phrase or some group of phrases in the strong, homely, figurative language of Mr. Nelson persisted. If it did persist, it was the meat of the article. But often no phrase of his was preserved in articles that pioneered out into new and daring policies."

Of course the very existence of a newspaper implies a constant proclamation of its character; but every other business is, or should be, proclaiming its character through its advertising. If that advertising truly reflects, not merely a human personality, no matter how intense and vigorous, but the *character of the business itself*, the passing out of an individual need not seriously check its progress. The advertising is a public sign that the business is still the same business, that it strives for the same ideals, and holds to the same standards. In that sense advertising may be the pledge of business permanence.

The Importance of Advertising Recognized

"For several years we have had a growing feeling that the claims of our clients are getting greater and greater," writes one of the leading advertising agents of this country to PRINTERS' INK. "The preparation of an advertising campaign is taken for granted, but the basis upon which that campaign is to rest is becoming a more and more important consideration. I should say that for the past year our most important work has not appeared in advertising matter. It has been done upon a fee basis for various large manufacturers who seem to need a more important help even than advertising."

In other words, the good advertising agency, instead of being merely a more or less loosely

jointed appendage to the business, is coming to be a very important factor in the conduct of the business itself. Instead of being regarded as a mere broker in a commodity which the house could use or disuse at its pleasure, the agency has become a business adviser of the first importance.

Advertising itself is no longer looked upon as a "frill" or decoration, but is recognized as a business force which must be intelligently directed in harmony with all the other functions of the organization.

And a similar development has taken place in the sphere of the advertising manager. Time was when that individual regarded his advertising knowledge much in the light of a kit of tools, which he could carry from job to job like a skilled mechanic. If he was advertising packing-house products to-day, he wasn't a packer—not a bit of it! he might be advertising bath-tubs to-morrow. He was an *advertising man*, first, last and always. Let others worry about the production and distribution of the goods; his work was done when he had created a demand for them.

Here and there one still finds individuals who adhere to that theory, but they are a small minority. The man who is advertising shoes finds that he must know the shoe business. He cannot rest content with simply creating a demand for shoes; he must direct the demand to the kind of shoes his concern most wants to sell, and he must see to it that the demand is in the proper place. Those considerations lead straight back into the business itself. The basis upon which his campaign is to rest is of even greater importance than the campaign itself, and that basis is to be found in the business.

In brief, advertising and advertising men are coming to be recognized in their true relationship to business. A higher tribute could hardly be paid to the importance of advertising than to require its co-ordination with all the other departments of a business organization. That in itself is a declaration that advertising is an inte-

gral and necessary part of the business; no longer merely an *adendum*.

Doubling the California Raisin Crop No less an authority than Wy-

lie M. Giffen, president of the California Associated Raisin Company, estimates that this year's crop of raisins will approximate 90,000 tons—a quantity which would have glutted the market five years ago. The growers affiliated in the association disposed of nearly 89,000 tons in 1914, and shipments for the first four months of this year were 796 tons ahead of the same period last year. So there is no fear lest the consumption shall fail to keep pace with the increased production. The association's advertising campaign is bearing fruit as well as its vine-yards.

The raisin-growers' experience may serve as a standing example of what may be done by intelligent merchandising co-operation among producers who are willing to learn by their own mistakes. Five years ago the association was engaged in a campaign of press-agency, which failed to produce the desired results. Instead of condemning the principle of co-operation on that score, however, the blame was placed where it rightfully belonged and a legitimate advertising and merchandising campaign was substituted for the attempts to secure free space. Last year, according to President Giffen, close to \$125,000 were invested for advertising, and a start was made towards the establishment of a sales force which should represent the association as a whole in supplementing the sales efforts of the individual growers. The net result of the association's efforts is a doubling of the California raisin crop over what it was ten years ago, and the sale of that crop at a profit, instead of dumping it on the market in a lump at whatever price it might bring.

"Southern Motoring" Sold

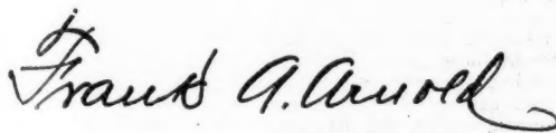
The Southwestern Publishing Company, Dallas, Tex., has purchased *Southern Motoring*, published in the same city.

The Countryside Magazine

For July 1915 is the only Magazine in the so-called country life field to show a gain in advertising over last year.

Gain 1642 Lines

This is only one of the evidences of the substantial progress we are making in every department in spite of war conditions.

A handwritten signature in cursive script, appearing to read "Frank G. Arnold".

Publisher

HOME OFFICE
334 Fourth Avenue
New York

COLE & FREER
1328 Peoples Gas Bldg.
Chicago, Ill.

Printers' Ink's 27th Anniversary

will be celebrated

July 22nd, 1915

Press day, first forms, the 15th

¶ It has been on the firing line all these years working in the interests of better advertising and merchandising methods.

¶ Its editorial policy of helping manufacturers to increase the sale of their products through the best kind of selling and advertising methods, has brought its paid circulation now to the highest point in its history.

¶ The largest national advertisers are not only subscribers, but contributors to the editorial columns of PRINTERS' INK.

¶ The 27th ANNIVERSARY NUMBER promises to be unusually interesting. Early reservations will naturally receive special attention.

Double page spread	- - - -	\$120
Single page	- - - - -	60
Half page	- - - - -	30
Quarter page	- - - - -	15

Remember---FIRST FORMS CLOSE July 15th

JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR JULY(Exclusive of publisher's own
advertising.)

	Agate	
Pages.	Lines.	
McClure's (cols.)	178	30,406
World's Work	98	22,056
Cosmopolitan	84	18,884
Harper's Monthly	82	18,536
Metropolitan (cols.)	94	16,015
Review of Reviews	70	15,736
Everybody's	60	13,672
Sunset	61	13,637
Hearst's (cols.)	73	12,256
Scribner's	46	10,360
American (cols.)	66	9,605
Century	42	9,604
Munsey's	36	8,168
American Boy (cols.)	38	7,696
Boy's Magazine (cols.)	38	6,967
St. Nicholas	28	6,419
Red Book	41	6,006
Popular (2 issues)	26	5,992
Atlantic Monthly	26	5,866
Boy's Life (cols.)	37	5,252
Current Opinion (cols.)	32	4,575
Wide World	19	4,312
Overland	17	3,808
Ainslee's	16	3,787
Strand	16	3,752
Smith's	12	2,688
Blue Book	11	2,576
Argosy	10	2,408
Smart Set	9	2,016
Bookman	8	1,876
Snappy Stories	9	1,792

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising.)

	Agate	
Columns.	Lines.	
Vogue (2 issues)	74	42,364
Ladies' Home Journal	88	17,760
Woman's Home Companion	80	16,073
Harper's Bazar	88	14,896
Good Housekeeping Mag. (pages)	58	13,160
Pictorial Review	63	12,600
Delineator	57	11,367
Designer	51	10,287
Woman's Magazine	51	10,253
Ladies' World	45	9,087
Mother's Magazine	65	8,817
People's Home Journal	42	8,442
Modern Priscilla	43	7,863

for
31
 CONSECUTIVE
 MONTHS, THE
 METROPOLITAN
 Has shown a gain.
 July 1915 shows a
 gain over July 1914
 of about 300,000

Metropolitan
 J. MITCHEL THORSEN
 ADVERTISING MANAGER

PRINTERS' INK

	Agate	VOLUME OF ADVERTISING IN
Columns	Lines	JUNE WEEKLIES
McCall's Magazine.....	48	6,432
Housewife	31	6,314
Woman's World.....	35	6,194
People's Popular Monthly.	32	6,156
Holland's Magazine.....	31	6,045
Home Life.....	22	3,875
Needlecraft	6	1,159

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publisher's own
advertising.)

	Agate	Pages.	Lines.
Vanity Fair (cols.).....	123	24,774	
System	85	19,125	
Popular Mechanics.....	84	18,959	
Country Life in America (cols.)	110	18,480	
World's Advance.....	61	13,680	
Field & Stream.....	53	11,956	
National Sportsman.....	47	10,640	
Countryside Mag. (cols.)..	58	9,972	
Forest & Stream.....	65	9,594	
Outer's Book.....	35	7,916	
Outing	31	7,136	
Craftsman	30	6,720	
Outdoor Life.....	29	6,608	
Theatre (cols.).....	38	6,510	
Recreation (cols.).....	47	6,454	
Physical Culture.....	27	6,057	
House & Garden (cols.)..	42	5,910	
Golf Illustrated (cols.)...	40	5,618	
Travel (cols.).....	38	5,383	
Technical World.....	21	4,715	
House Beautiful (cols.)...	29	4,258	
International Studio.....	28	3,967	
Garden Magazine.....	27	3,780	
Arts & Decoration (cols.)..	25	3,500	
Extension Magazine (cols.)	19	3,120	
American Homes & Gardens (cols.)	17	2,890	

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publisher's own
advertising.)

	Agate	Columns.	Lines.
*Canadian Courier.....	116	21,152	
MacLean's	98	13,764	
Canadian Magazine (pages)	52	11,648	
Canadian Home Journal...	54	10,968	

* 6 June issues.

	Agate	Columns	Lines
(Exclusive of publisher's own advertising)			

	Agate	Columns	Lines
June 1-7			
Scientific American	145	29,114	
Saturday Evening Post.	146	24,905	
Independent	120	16,906	
Literary Digest	107	15,806	
Town & Country.....	93	15,679	
Collier's	72	13,631	
Life	55	7,709	
Leslie's	32	6,466	
Christian Herald.....	31	5,208	
Judge	30	4,330	
Youth's Companion	20	4,111	
Churchman	24	3,937	
Outlook (pages)	15	3,514	
Associated Sunday Mags.	16	2,894	
Illus. Sunday Magazine	11	1,850	
Harper's Weekly	9	1,614	
All-Story	6	1,428	

	Agate	Pages.	Lines.
Saturday Evening Post..	126	21,436	
Collier's	86	16,322	
Literary Digest	96	14,221	
Town & Country.....	70	11,689	
Leslie's	40	8,079	
Independent	40	5,738	
Life	50	6,934	
Christian Herald	28	4,704	
Outlook (pages)	15	3,472	
National Sunday Mag...	19	3,205	
Churchman	20	3,276	
Judge	20	2,887	
Youth's Companion	14	2,868	
Illus. Sunday Magazine.	11	2,090	
Scientific American	10	1,852	
Associated Sunday Mags.	9	1,648	
Harper's Weekly	7	1,245	
All-Story	4	1,092	

	Agate	Pages.	Lines.
Saturday Evening Post..	141	24,121	
Collier's	78	14,573	
Literary Digest	99	14,582	
Town & Country.....	63	10,680	
Life	53	7,500	
Christian Herald	40	6,720	
Leslie's	27	5,560	
Independent	33	4,690	
Youth's Companion	20	4,180	
Scientific American	20	4,043	
Outlook (pages)	17	3,920	
Judge	25	3,564	
Churchman	18	2,808	
Illus. Sunday Magazine.	13	2,340	
Associated Sunday Mags.	10	1,914	
Harper's Weekly	6	1,095	
All-Story	4	994	

Let me congratulate *Vanity Fair* on being so superior and sophisticated. Evidently it is printed for persons who prefer orchids to tuber roses, know more about polo than croquet, and learn to do the latest dance about a month before the dance becomes popular. We are accumulating a few knowing and discriminating people in our community, and I can see them going after *Vanity Fair*.

George Ade

Apparently George Ade had a clear vision when he said that he could see the "knowing and discriminating" people fast going after *Vanity Fair*, for since his letter was written last September the circulation of *Vanity Fair* has jumped from 15,000 to

30,000

guaranteed.

The value of *Vanity Fair* space has doubled within the year—yet all the many advertisers who have reserved space at the old rate may still enjoy the new 30,000 circulation without extra charge.

J. Bennett Burdett

Advertising Manager

VANITY FAIR
449 Fourth Avenue New York

Forms for Supplement Number Close July 25th

		Agate		Agate		
		Columns	Lines	Pages		
June 22-28						
Saturday Evening Post..	118	20,163		8. Harper's Monthly.....	82	18,536
Outlook (pages)	57	12,754		9. Country Life in Amer- ica (cols.)	110	18,480
Literary Digest	85	12,516		10. Ladies' Home Journal (cols.)	88	17,760
Collier's	62	11,704		11. Woman's Home Com- panion (cols.)	80	16,073
Leslie's	36	7,212		12. Metropolitan (cols.)	94	16,016
Life	33	4,634		13. Review of Reviews....	70	15,736
Independent	30	4,274		14. Harper's Bazar (cols.)	88	14,896
Christian Herald	24	4,034		15. MacLean's Mag. (cols.)	98	13,764
Youth's Companion	19	3,952		16. World's Advance	61	13,580
Judge	20	2,878		17. Everybody's Magazine..	60	13,072
Scientific American	13	2,695		18. Sunset Magazine	61	13,037
National Sunday Mag...	13	2,911		19. Good Housekeeping...	58	13,100
Churchman	12	2,061		20. Pictorial Review	63	12,800
Illus. Sunday Magazine..	9	1,792		21. Field & Stream.....	53	11,956
Asso. Sunday Magazines	7	1,421		22. Hearst's (cols.)	73	12,556
Harper's Weekly	5	846		23. Canadian Magazine ..	52	11,648
All-Story	2	588		24. Delineator (cols.)	57	11,367
June 29-31				25. Canadian Home Journal (cols.)	54	10,968
Totals for June						
Saturday Evening Post.....		90,625				
Literary Digest		57,125				
Collier's		56,533				
*Town & Country.....		38,089				
Scientific American		37,704				
Independent		31,608				
Leslie's		27,817				
Life		26,768				
†Outlook		25,928				
†Christian Herald.....		23,186				
Youth's Companion		15,141				
Judge		13,659				
Churchman		12,082				
Illus. Sunday Magazine.....		8,072				
Asso. Sunday Magazines...		7,877				
†National Sunday Magazine..		5,516				
Harper's Weekly		4,800				
All-Story		4,102				

* 3 issues per month.

† 2 issues per month.

‡ 3 issues per month.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

		Agate
		Pages Lines
1. Vogue (2 issues) (cols.)	74	42,364
2. McClure's (cols.)	178	30,406
3. Vanity Fair (cols.)....	123	24,774
4. World's Work	98	22,056
5. System	85	19,125
6. Popular Mechanics	84	18,959
7. Cosmopolitan	84	18,884

Bank Increases Savings By Investment Plan

The Central National Bank of Battle Creek, Mich., has inaugurated a new means of securing savings deposits in the form of coupon investment certificates.

The investment certificates are certificates of deposit similar in form to a bond, guaranteed by the entire assets of the bank, payable at any time, but if not previously cashed they run for three years from the date of issue. Attached to each certificate are twelve quarterly interest coupons, one due each three months after the date of the certificate. These coupons can be cashed at the bank of issue when due, or may be deposited in or cashed through any other bank the same as bond coupons. The bank issues the certificates at any time and they begin to earn 4 per cent from the date of issue. They are issued for \$50 or any multiple thereof.

Lavish Sampling Among "Beauty Contest" Winners

When the Universal Beauty left Chicago en route to the San Francisco Exposition each girl was presented with a beauty box consisting of forty varieties of toilet articles by Colgate & Co.; Einstein & Wolf, a large New York embroidery house, presented them with some real Irish linen napery and linen; the Victor and Edison companies set up rival phonographs in mahogany and mother-of-pearl cases; Doubleday, Page & Co. gave each girl a copy of Marjorie Benton Cooke's book, "Bambi," autographed by the author; Huyler gave each girl a \$10 box of chocolates; Joseph Rosenthal, of the firm of Rosenthal & Son, theatrical jewelers in New York, gave each girl a vanity case.

LEND A HAND!

¶ What are you doing to co-operate with your Western dealer?

¶ Are you merely "standing pat" or are you helping to pull the load?

¶ The populous East is more easily covered, presents fewer problems of marketing. You give your Eastern dealers splendid support, but what are you doing for the men who are cultivating the Great Pacific Coast territory for you?

¶ Do you realize that there is but one National Magazine published West of the Rockies? But one national advertising medium that the people of the Great West can call their own? Let us send you a copy of *Sunset Magazine*. Read the Pulse of the West, the voice of the Pacific Coast country, the liveliest editorial section of any publication in Western America. Look over the entire contents of the magazine. Then you will understand why the people of the West are loyal to this magazine.

¶ Ask your Exposition representatives or your dealers what they think of *Sunset Magazine*! Ask them what *Sunset Magazine* is doing for the Pacific Coast country! Ask them what the people of the West think of *Sunset Magazine*!

¶ A co-operative campaign of advertising in *Sunset Magazine* will prove an investment with big returns both to you and the men who are pushing your goods in this vast, rich territory.

¶ Get in touch with our nearest representative. He will tell you more about

SUNSET MAGAZINE



EASTERN REPRESENTATIVES

New York.....	William A. Wilson, 515 Candler Building
Boston.....	Charles Dorr, 6 Beacon Street
Chicago.....	Graham C. Patterson, 388 Marquette Building

Member *The Quoin Club* and *A. B. C.*
Exhibiting at both Expositions.

PRINTERS' INK

PRINTERS' INK'S FOUR-YEAR RECORD OF JULY ADVERTISING

	1915	1914	1913	1912	Total
Cosmopolitan	18,884	27,692	31,740	35,021	113,337
McClure's	30,406	17,276	17,678	15,456	80,316
Sunset	13,637	15,689	20,465	24,416	74,301
Review of Reviews	15,736	17,440	19,488	20,384	73,048
World's Work	22,056	14,898	16,592	15,640	72,186
Everybody's	13,672	17,907	17,433	20,501	69,513
Harper's Monthly	18,536	17,612	16,408	14,568	67,424
Scribner's	10,360	14,672	16,848	14,784	56,664
Hearst's	11,658	12,628	15,680	8,605	48,571
Munsey's	8,168	10,976	12,040	14,672	45,856
Metropolitan	16,018	15,345	8,529	5,160	45,049
American	9,605	10,281	11,478	10,590	41,954
Century	9,604	10,248	8,960	11,872	40,084
American Boy	7,696	8,284	6,700	6,552	29,232
Red Book	6,006	5,824	6,720	7,280	25,530
Current Opinion	4,575	7,791	5,262	6,048	23,676
Boy's Magazine	6,967	5,561	6,138	4,448	22,114
Atlantic Monthly	5,866	6,272	5,740	4,256	22,134
Ainslee's	3,787	5,376	5,152	6,066	20,375
St. Nicholas	6,419	5,180	4,268	3,752	19,619
Argosy	2,408	4,928	5,320	5,712	18,368

242,061 251,871 258,642 259,077 1,011,651

WOMEN'S MAGAZINES

Vogue (2 issues)	42,364	43,135	36,717	29,091	151,307
Ladies' Home Journal	17,760	19,953	17,355	16,349	71,417
Woman's Home Companion	16,073	16,679	14,753	15,204	62,709
Good Housekeeping Magazine	13,160	17,710	14,952	14,794	60,616
Delineator	11,387	12,840	12,611	13,457	50,275
Pictorial Review	12,600	12,200	12,140	9,000	45,946
Woman's Magazine	10,253	11,402	10,674	12,325	44,654
Designer	10,267	11,388	10,734	12,157	44,516
Ladies' World	9,087	10,200	11,800	9,400	40,487
Modern Priscilla	7,363	8,119	9,744	10,790	36,016
Mother's Magazine	8,817	8,194	7,338	7,948	32,297
Housewife	6,314	9,028	9,700	6,500	51,531
People's Home Journal	8,442	7,789	8,930	5,842	30,953
McCall's Magazine	6,432	8,673	6,809	6,968	28,889
Harper's Bazar	14,896	8,494	8,192	2,201	28,783
Woman's World	6,194	6,475	6,103	6,665	25,437

201,389 212,224 193,552 178,691 755,556

CLASS MAGAZINES

Country Life in America	18,480	21,128	20,895	*25,545	86,048
Popular Mechanics	18,959	20,692	22,078	20,328	82,957
System	19,125	17,416	22,148	21,056	79,749
Vanity Fair	24,774	19,362	13,184	6,630	63,958
World's Advance	13,680	17,150	10,654	11,979	52,658
Field & Stream	11,956	14,616	12,148	11,816	50,536
Outing	7,136	10,948	11,508	12,684	42,276
The Countryside Magazine	9,972	8,330	9,860	10,370	38,538
House & Garden	5,910	8,864	9,422	9,100	32,796
Physical Culture	6,057	7,214	7,189	6,048	26,958
House Beautiful	4,258	6,048	6,672	9,240	26,718
Travel	5,383	7,597	7,602	5,536	26,118
Theatre	6,510	5,086	5,488	6,264	23,538
Garden Magazine	3,780	5,525	6,300	6,767	22,372
International Studio	3,967	3,934	5,614	6,300	19,515

159,947 173,410 170,762 168,653 672,773

* 2 issues.

WEEKLIES (June)

Saturday Evening Post	90,625	98,171	80,240	†95,733	364,796
Collier's	56,583	43,589	45,310	†50,740	196,170
*Town & Country	38,039	39,674	56,906	†59,472	194,010
Literary Digest	57,125	51,362	41,960	†41,530	191,977
Outlook	25,928	27,692	29,190	†35,728	118,388
Life	26,768	25,292	28,790	28,099	105,949
Scientific American	37,704	17,528	20,150	19,065	94,447
Leslie's	27,317	91,768	17,854	21,618	82,553
Christian Herald	23,186	14,280	12,706	15,668	65,440

* 3 issues. † 5 issues.

388,225 389,351 383,106 387,653 1,493,359

Grand Total..... 986,622 976,856 956,062 974,074 3,893,614

JULY

Total	118,387
60,816	
74,201	
73,048	
72,188	
69,513	
67,484	
56,664	
48,371	
45,856	
45,049	
41,954	
40,684	
29,232	
25,890	
23,676	
23,114	
22,134	
20,375	
19,619	
18,968	
	1,011,651

1	151,307
0	71,417
1	62,709
1	60,616
7	50,275
0	45,940
5	44,654
7	44,516
0	40,487
0	36,016
8	32,297
0	31,587
2	30,953
8	28,881
1	28,783
5	25,437
1	783,554

5	86,046
8	82,057
6	79,745
0	63,950
9	52,465
6	50,534
4	49,270
0	38,582
0	32,796
8	26,508
0	26,218
16	26,118
14	23,335
7	22,372
10	19,815

3	672,773
13	364,769
10	196,172
72	194,491
30	191,972
28	118,388
99	103,949
35	94,447
18	85,550
58	65,640

53	1,420,335
14	3,893,614

influence—!

Over 2000 department store buyers take *Vogue* so as to be certain to stock the goods which *Vogue*'s 80,000 wealthy readers and their emulators will certainly demand.

Vogue, therefore, is the subtlest yet most powerful kind of trade influence—for, not only does its advertising create a demand for your goods among the fashion leaders and their followers—but it reaches the better class trade as well.

In other words, *Vogue advertising creates a national demand and wins distribution AHEAD of the demand!*

Vogue advertising and the influence of Vogue advertising, therefore, gives its advertisers a complete dealer and consumer campaign—at an expense trifling in comparison with the old methods of a big list and intensive dealer work.

"We have subscribed to 'Vogue' for every member of our Force of Buyers, for the members of the firm and my office.

"This has been done because we believe 'Vogue' is dependable, that it leads, and that it is inspiring to any one interested in the selling of Apparel for Women and Children."

Very truly yours,
SAKS & CO.
per J. F. Beale


Advertising Manager

443 Fourth Ave., New York


VOGUE

"Nine out of every ten women copy what the tenth does! The tenth is a reader of *Vogue*"—800,000 women therefore copy *Vogue* readers!"

The Little Schoolmaster's Classroom

THE Schoolmaster is in receipt of a circular letter which was sent by the Witte Engine Works, Kansas City, to the publications carrying its advertising, in protest against certain forms of editorial comment. It seems that the Witte concern has noticed several editorials dwelling upon the dangers of buying "cheap" engines, and as its product is low in price it puts up a vigorous kick against editorial depreciation of the space it buys. "When an editor tells his readers not to buy a 'cheap' engine," says the letter, "he practically, and we think quite successfully, tells his readers not to buy our low-priced engine under any circumstances."

* * *

The company disclaims any attempt to control the editorial policies of any publication, but it makes the simple request that in case a publisher thinks it necessary to take a position which will destroy the productivity of any advertisement, that he omit the advertisement from that issue at least. There is a good deal that might be said in support of that contention. Of course it is obvious that no publisher should admit to his columns any advertising for goods which he feels it his duty to warn his readers against. A whiskey advertisement, for example, would be slightly incongruous in the columns of the *Christian Herald* or the *Extension Magazine*. Still, on a good many subjects there is room for honest differences of opinion. The editor of a power-plant paper might be doubtful as to the efficiency of mechanical stokers, and at the same time give the stoker manufacturer the opportunity to state his side of the case. But the editor ought to make clear his exact position, without ambiguity. The Schoolmaster strongly surmises that the trouble in the Witte Engine case arose over the use of the word "cheap," which generally

connotes "low-priced." Probably the editor really meant to discourage the purchase of "low-grade" or "trashy" engines, but he should have said so plainly.

* * *

Maybe here is a tip for some automobile advertiser. "G. K. S." sends the Schoolmaster a postal-card report of a conversation overheard in the Subway between two young men who were both complaining about the discomforts of that mode of travel. "I've been thinking of buying a light car for some time," said one of them, "but I can't break the ice and ask for a demonstration. It's the upkeep of the machine that worries me. I've searched through auto ads for light on the subject, but couldn't find a line. It seems all auto ads are written for those who already own a car—never an argument for the fellow who is on the fence about buying one."

* * *

"Get your dollar's worth," says the United Gas Improvement Company, of Philadelphia.

A number of our customers, especially during the spring and summer, do not use the full quota of electric current allowed them on the \$1.00 minimum charge. The following schedule offers a few suggestions as to the use of this extra current.

The schedule in question shows the consumer that if he uses only 60 cents worth of current, the remaining 40 cents (which he has to pay anyhow) will operate an electric iron for 8 hours, or a washing-machine for 20 hours, or a toaster for 10 hours, etc. Corresponding figures are based on the consumption of 70, 80 and 90 cents worth of current. Rather a novel form of argument, combining strictly good-will-building copy with a bid for the sale of appliances.

* * *

Just by way of entertainment, the Schoolmaster manages to keep his name in pretty constant circulation among the buyers and sel-

lers of "sucker lists," and he can generally regale himself of an evening on a choice assortment of opportunities to make his everlasting fortune without working.

It is rather significant, however, to note how the supply has fallen off in the past three years or so—that is, the supply of matter which is obviously and palpably fraudulent. What with the activity of the vigilance committees, and the efforts of the Post-Office, it is getting harder each year for the swindler to make a living by advertising. It is not at all difficult to get practical and tangible evidence of the success of the campaign against fraudulent advertising.

* * *

Wasn't it in San Francisco where the churches asked a committee from the local ad club to draw up a plan for advertising, and the committee decided that the churches hadn't anything to advertise? Anyway it was some Pacific Coast city, and the Schoolmaster remembers that it stirred

up quite a bit of controversy at the time. The newspapers gave considerable space to interviews with local clergymen and others—but it didn't result in any advertising. Now comes Baltimore with a rather remarkable series of church advertisements, many of them running as high as half-pages in the newspapers, and covering a period of more than two years. The Baltimore *News* has gathered the whole series together in a book, and is selling it practically at cost to newspaper publishers, advertising agents and individuals. Arthur G. Turner, manager of the classified department, writes the Schoolmaster that a number of newspapers have bought six copies for presentation to influential church people.

* * *

Part of the copy is addressed to the general public, and is a straight appeal for church attendance, and part of it is frankly addressed to church-going people—in fact, some of it comes pretty near being directed at the church

To Advertising Agencies:—

Through our well-equipped Trade Investigation Department you can secure invaluable information on any of the following lines of merchandise:

A. B. C.
Members
Circulation Audit
Report on
Request

Underwear—Clothing, Men's and Boys'—Shoes—Corsets—Women's Ready-to-wear—Skirts—Neckwear—Food Products or similar merchandise sold by the best Department, Dry Goods, Clothing, Grocery, General and Shoe stores in the cities and towns up to 200,000 population.

We can refer you to a number of the best Agencies like your own. For full information—without obligation of any kind—address:—

Merchants Trade Journal, Des Moines, Ia.

OR

New York
Flatiron Bldg.

Chicago
Lyttol Bldg.

Boston
Publicity Bldg.

Sworn, Paid, Retail Merchant Circulation Exceeds 56,000.

The New York Evening Post

announces the
appointment of

LOUIS GILMAN
as Eastern

Foreign Advertising Repre-
sentative with offices in the
World Building

Western Office, (Ryan & Inman)
McCormick Building, Chicago

SALANDRA Italy's Premier,

is considered by many
to be the most brilliant
statesman in Europe.
What new coup d'état
is this diplomat plan-
ning? The 160,000
readers of *Il Progresso
Italo Americano* are
watching for it in their
paper.

IL PROGRESSO ITALO AMERICANO

42 Elm St. New York

itself. Sometimes it points out quite freely the shortcomings of religious organizations, and urges members to a higher service. The mission of the church to improve social conditions is repeatedly emphasized throughout the entire campaign which was financed by a group of men representing almost every denomination.

* * *

As the Schoolmaster sees it, the difficulty in advertising the church does not lie in the fact that there is nothing to advertise (for the church has a great multitude of things which can and ought to be advertised), but in the fact that it requires the greatest foresight in order to keep away from subjects which are intensely controversial. Only a few weeks ago, some "go-to-church" committee ran a series of ads on the purely economic value of church attendance, and several of the religious papers have been roasting that committee to a turn for putting religion on a crass, materialistic basis. But church advertising is by no means impossible, though it is admittedly difficult. Such campaigns as that in Baltimore are slowly building up a fund of experience, and some day we may expect to see a great increase in the number of campaigns and in their efficiency.

The Latest Wrinkle in Cigar Containers

Subsequent to the introduction of tissue-paper and foil-wrapped cigars in the tobacco trade, sufficient unto themselves as humidors, there has been put on the market by the Havana-American Company, of New York, "Havana Cedars." Each of these cigars is wrapped in a flake of Cuban cedar, and the band holds the wrapper together. It is claimed for this product not only that the cedar provides natural and aromatic properties until the cigar is smoked, but also that the cigar inside a rigid container is protected in the pocket and is more readily slipped out without chance of the band sticking to the leaf wrapper and tearing it.

Joins Dave E. Bloch Advertis- ing Agency

G. Irving Schneeberger, lately with the H. E. Lesan Advertising Agency, has joined the Dave E. Bloch Advertising Agency, New York.

A Concrete Argument for Package Goods

Inferential argument for trade-marked package brands, particularly of food products, was evident during Weights and Measures Week in New York recently, when there was opened at the rear of the City Hall an exhibit of dishonest weights and measures seized by Commissioner Hartigan's inspectors. There were shown piles of wicker baskets with almost a third of their interior cut off by false bottoms, measures and bottles with false bottoms, scale weights with much of the iron bored out or cut out and replaced with wood, wax or another light substance; a small counter scale mounted on a hollow, inverted box, inside of which hang suspended by a wire from the scale platform pieces of iron, nails and other "heavier-than-air" substances.

Chicago Will Have a "Prosperity Exposition"

An announcement has been made for a "Prosperity Exposition" to be held in Chicago for two weeks, beginning September first. There will be an electrical exhibit of practically every electrical device known, and a machinery exhibit of recent inventions for manufacturing scientific devices. Other exhibits will be of auto trucks, pleasure cars, household appliances, business equipment, agricultural products, live stock, municipal progress and fashions and styles. The exposition is to be worked out in the form of a "World's Fair" under canvas.

Winking of Electric Lamps Gives News Service

In St. Louis customers of the electric lighting company learned the results of a recent election by prearranged signal "winks" of the lamps supplied from the company's lines. News that the plan to build a central traffic parkway had been defeated at a recent election was received in the evening at 8:30. All electric lamps in the city except street lamps were extinguished for an instant, and then, after a lapse of five seconds, they again went out for another instant. Had the project won the lamps would have been extinguished but once.

Automatic Sprinkler Copy in New York Newspaper

Four-column copy appeared recently in a New York newspaper advertising the Grinnell automatic sprinkler system for factories and business establishments. The General Fire Extinguisher Company, manufacturer of the system, has outlined no definite schedule as yet for further advertising, but it is probable that other copy will be run later. The advertisement outlined the money-saving in insurance premiums which it is claimed may be effected by the sprinkler system.

Fireside Advertising

Statistics show that the average American family contains five people. There is only one place where all five can be reached—the fireside.

PHYSICAL CULTURE

keeps 90% of its circulation in the home by catering to the physical welfare of every member of the family—father, mother, son, and daughter.

It is a five-in-one medium.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

We are members of the
Audit Bureau of Circulations



These Volumes Pay for Themselves

in short order, if made the most of. Advertisers and agents can find in the twelve months' events represented, a black and white record of campaigns that can be made a money-saver.

**\$8.00—Postpaid
1914 or 1915 Complete**

Printers' Ink Publishing Co.
12 West 31st St., New York City

PAUL BROWN
COMMERCIAL ARTIST
125 W. 205 ST., NEW YORK CITY.
PHONE 6-2020, RIVERSIDE.

2 3 4

WESTCOTT - JEWELL CO.
RULER-MAKERS EXCLUSIVELY
SENECA FALLS, N.Y. U.S.A.

RULERS

"Every Advertising manager should have one of our little six inch rulers with agate scale. Write to our sales manager, Mr. T. E. Tuttle, and he will send you one."

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 133,992. Rate 35c.

JOY FOR PIPE SMOKERS

Thousands of critical smokers buy

Eutopia Mixture



by mail only because they cannot get its equal in richness, flavor, aroma and quality for any price at retail. An aromatic blend of the choicest North Carolina, Virginia, Kentucky, Turkish, Perique, Latakia and Havana tobacco. Aged—not flavored.

Send for 1 lb. at our risk. Smoke two pipefuls and if you like it send us the price, \$1.50, within ten days—or return at our expense. Unless you send the money with order, please give bank or commercial reference.

Three blends—medium, mild and extra mild. If you want REAL pipe satisfaction, write today. Booklet on request.

Cameron Tobacco Co., Semmes and 9th Sts.,
Dept. E Richmond, Va.

French Briar Pipe with first order **FREE**

Commercial Artists and Designers

LINCOLN ILLUSTRATING CO.
510 New England Building
CLEVELAND OHIO

The Quoin Club's Trophies

At the Chicago Advertising Convention on June 24, the Quoin Club, the National Periodical Association, awarded its silver trophies to Chicago merchants for the best window displays of nationally advertised merchandise as shown during advertising week.

The trophies were awarded to the merchants at the Convention by A. C. G. Hammesfahr, president of the Quoin Club, as follows:

C. D. Peacock, State and Adams streets, for exhibits of the products of Gorham Company; Manning, Bowman Company; Landers, Frary & Clark; E. Howard Watch Company; Elgin National Watch Company; Gruen Watch Company, Eaton, Crane & Pike Company; Chelsea Clock Company; Sheaffer Pen Company.

Rothschild & Co., State and Van Buren streets, for exhibits of Ferris Waists, Arrow Collars, Paris Garters, Pioneer Suspenders, President Suspenders, Phoenix Hosiery, Warner Corsets.

Maurice L. Rothschild, State street and Jackson boulevard, for exhibits of Hart, Schaffner & Marx clothing, Arrow Collars, Boston Garters.

Mandel Brothers, State & Madison streets, for exhibits of Styleplus Clothing, Arrow Shirts, Boston Garters.

Beachey & Lawler, Dearborn and Monroe streets, for exhibits of Phoenix Hosiery, Paris Garters, Fownes Gloves.

S. Lederer Company, 9100 Commercial avenue, for exhibits of Sunshine Biscuits, Kellogg's Toasted Corn Flakes, Quaker Oats.

Boersma Company 11114 Michigan avenue, for exhibits of Adler's Collegian Clothes, Cooper's Underwear, Red Cross Shoes, Educator Shoes, Seafarckieff Handkerchiefs, Dr. Reed's Shoes.

Buck & Rayner, LaSalle and Madison streets, for exhibits of Waterman Fountain Pens, Kodaks, Ansco Films, Thermos Bottles.

Washington Shirt Company, Dearborn street and Jackson boulevard, 101 North Dearborn street, 4 South LaSalle street, for exhibits of B. V. D. Underwear, Interwoven Hosiery, Paris Garters, Ivory Garters, Phoenix Hosiery, Imperial Union Suits, Lion Collars.

The trophies consisted of silver pitchers, vases, cups and bowls, suitably engraved.

J. J. Buzzell, formerly with the American Book Publishing Company, Boston, has become associated with the Eytling Agency, Boston.

Reach 50,000 Buyers

ADVERTISE in the
Amerik. Schweizer Zeitung

(AMERICAN SWISS WEEKLY)

43th year

59 Pearl Street New York

Medal-winners Must Hide Their Light

Business firms which win medals, or coins, for the excellence of their displays in the industrial division of the Panama-Pacific Exposition, will not be allowed to reproduce them, in any way, either for advertising or other purposes, until a special act of Congress removes the restrictions that now surround the reproduction of products of the United States Mint. Nor will these winners be allowed to reproduce the diplomas, or certificates, which are given with the medals in question until Congress acts, because they are produced by the Bureau of Engraving and Printing. As Congress will not meet again until December, this restriction may lessen materially the commercial value of the awards that are made previous to that time, unless some special form of dispensation can be obtained. A movement to obtain such dispensation is expected to get under way shortly.

Exposition Publicity Chief Resigns

George Hough Perry, of New York, director of exploitation of the Panama-Pacific Exposition at San Francisco, has resigned and will leave office August 1. The resignation is said to be in line with a plan to let the Exposition exploit itself. Of a large staff of writers employed at the outset few remain.

Joins Brooklyn Car Advertising Company

John J. Murphy, for fifteen years with the American Tobacco Company, has joined the forces of the Broadway Subway and Home Boroughs Car Advertising Company, Inc., and will have general charge of the company's tobacco advertising and sales promotion work.

Death of P. D. Francis

P. D. Francis, president and general manager, as well as the sole owner, of the *Furniture Journal*, *American Furniture Manufacturer*, and *Embalmers' Monthly*, all published in Chicago by the Trade Periodical Company, died at his home in that city June 21, aged 60 years.

New York Agency Elects Officers

At an election of the board of directors of the Jos. Ellner Company, Ltd., New York, advertising and merchandising service, Charles D. Isaacson was elected president and Joseph Ellner treasurer.

Death of H. P. Hetherington

H. P. Hetherington, managing director of the Detroit *Journal*, died in Detroit, June 30. He had been active in Detroit newspaper work for nearly forty years.

Tampa Ad Club Organized

The Ad Men's Club of Tampa, Fla., has been organized and has applied for admission to membership in the Associated Advertising Clubs of America. It has been stated that one of the chief lines of endeavor of the new organization will be to evolve larger and more practicable plans of cigar advertising, as cigar manufacturing is the chief industry of the city. The advertising of fruit growers will also be considered by the club.

Earl Stone Is Assistant Advertising Manager

In the issue of June 24 a typographical error made it read that Earl Stone had become advertising manager of the General Fireproofing Company, of Youngstown, Ohio. W. B. Turner is advertising manager of that concern and Mr. Stone is assisting him.

F. W. Schuster Now With Anderson Printing Co.

F. W. Schuster, advertising manager of the Meadow Mfg. Company, Pontiac, Ill., has resigned after five years' service to take a similar position with the A. H. Anderson Printing Company, Streator, Ill., manufacturing loose-leaf systems, etc.

Silas McClure in Charge of "Monarch" Range Advertising

John R. Wilbor, who has had charge of the advertising of the Malleable Iron Range Company, Beaver Dam, Wis., for several years, has resigned and will be succeeded by Silas McClure.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. 10 a w'd. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 10 a w'd. 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun, is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1 1/4c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.



Classified Advertisements

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.

Will Bradley's Art Service
131 East 23rd St. New York



ENGRAVING

PHOTO-ENGRAVERS

One or More Colors
for Catalogues, Advertisements

or any other purposes

GATCHEL & MANNING
SIXTH and CHESTNUT STREETS
PHILADELPHIA

FOR SALE

Universal Folding Machine, almost new. Cost \$375.00. Makes all style folds within 12" x 18"—\$225.00. Russell Baum, Bourse, Philadelphia, Pa.

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Man with experience in catalogue compiling wanted as assistant in advertising department of hardware manufacturers. Address, with particulars, Connecticut, Box, 958, c/o P. I.

Experienced copywriter by one of the large advertising agencies in the middle west. Young man preferred. Excellent opportunity. Write stating experience and salary desired. Box 960, c/o P. I.

WANTED—Advertising solicitor for a leading class journal. To cover the East. Must assume responsibility, be a business-getter and a hustler. Must have successful experience as an advertising salesman. An excellent opportunity for the right man. Give name, experience, references, state whether married or single, and salary expected. Box 955, c/o P. I.

Advertising Manager wanted for high class publication, reaching women exclusively. Excellent arrangements and liberal drawing account allowed on dependable contracts closed. Splendid opportunity for man of ideas and push. State positions held. Apply by letter only. Address H. B. S., care of Rudolph Guenther, Inc., Advertising Agents, 25 Broad St., New York City.

The Advertising Manager of a National Publication wants a secretary. She must have good judgment, initiative, and experience in advertising field. She must be a rapid typist who can handle correspondence without dictation and be willing to help on general work. She should be ambitious but not let her disposition disturb the harmony and team work of the stenographic staff. We want a young woman neat in appearance but not an animated Vogue cover. Box 959, c/o P. I.

POSITIONS WANTED

Experienced editor, thoroughly familiar with all departments trade journal work, wants position as editor, circulation manager or publicity man for commercial house. Box 956, c/o P. I.

ADVERTISING SOLICITOR

Experienced publishers' representative in Chicago and adjoining territory. Capable and dependable—a resourceful producer. S. W. Young, 1154 Peoples Gas Bldg., Chicago.

ADVERTISING MAN with broad experience planning and "putting over" winning campaigns. A careful analyst with plenty of initiative. Writes copy that pulls. Wants connection with live manufacturer or merchant. Box 954, c/o P. I.

PUBLISHING BUSINESS OPPORTUNITIES

Exceptional Trade Monthly, doing nearly \$25,000 gross business, in growing field—\$15,000 for quick sale. Harris-Dibble Company, 171 Madison Ave., New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

ROLL OF HONOR

Birmigham, Ala., Ledger, dy. Av. for 1914, 30,448. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (av. 19,414 dy., 2c.; Sun., 17,158, 5c.)

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Pearl, Ill., Evening Star. Circulation for '14, daily, 21,739; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 4,899; Sunday, 11,106. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,763. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For June, 1915, 77,680; daily, 67,977 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (OO) Boston's tea paper. Largest amount of eve. adv'tg.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. 10, '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,665.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1887. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Owner. Actual average for 1914, 126,373.

Canons, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Dicks. Actual average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave. New York. People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For May, 1915, 132,434 daily; Sun., 165,326.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 23,553 av., May, '15. A larger guaranteed paid circulation than all other Erie papers combined.

E. Katz, Special Agt., N. Y.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exo. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa., Dispatch and Daily. Average for 1914, 20,522. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Newport, R. I.—Daily News, eve., 66th year. Covers field. Circulation for 1914, 4,845.

Providence, R. I., Daily Journal, Sun., net paid for 1914, 20,653. (OO) Sun., 33,018. (OO) The Evening Bulletin, 48,772 ave. net paid for '14.

Tacoma, Wash., Ledger. Average year 1914. Daily 22,286; Sunday 29,107.

Tacoma, Wash., News. Average for year 1914, 22,576.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

GOLD MARK PAPERS

Bakers' Helper (OO) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Ev'ng Transcript (OO) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (OO) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (OO) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (OO) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (OO) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (OO) has the largest cir. of any tech. paper in the world.

THE PITTSBURG DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (OO) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 84,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (OO) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35¢ per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.	\$125	Page 5.	\$100
Second Cover.	75	Pages 7, 9, 11 or 13.	75
Back Cover.	100	Double Center [2 pages]....	150



The Chicago Daily Tribune has more paid circulation than the other Chicago morning papers *combined*.

The Chicago Sunday Tribune has more paid circulation than any other newspaper west of New York City.

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco